

LIFE

PEGGY DOW
CAMERA CHAMELEON



REG. U. S. PAT. OFF.

AUGUST 7, 1950 **20** CENTS

Have you seen General Electric's exciting new

ALNICO MAGNETIC DOOR?

Now you can open and close the refrigerator door without using your hands! No latch! No slam! Magnets grip the door shut . . . seal it COMPLETELY!

WOULD YOU LIKE to know the *secret* of how the door works?

G-E developed alnico magnets, placed end-to-end inside the Koroseal gasket, grip the door shut . . . seal it completely all the way around!



Alnico magnets are permanent — the strongest ever developed. They will last the lifetime of your refrigerator! It's another G-E *exclusive*...another great G-E research achievement . . . another proof of G-E leadership in refrigerator design!

Furthermore, you don't need to lift a hand to *open* the Alnico Magnetic Door. A new, convenient foot pedal swings the lower door open *wide*!

There are ever so many other features, too, such as the marvelous Butter Conditioner that's built right into the door. You set the dial to keep butter at just the spreading softness you desire.

Think of dependability, too!

The most important feature of all, however, is one you can't see, and that's DEPENDABILITY. The G-E Refrigerator is so dependable that more than 2,200,000 are still performing faithfully after 10 years. *Many for 15 and 20 years, and more!*

Your General Electric retailer will be glad to show you this new G-E Refrigerator-Home Freezer Combination. You'll find his name and address in the classified telephone directory under General Electric Refrigerators. General Electric Company, Bridgeport 2, Connecticut.



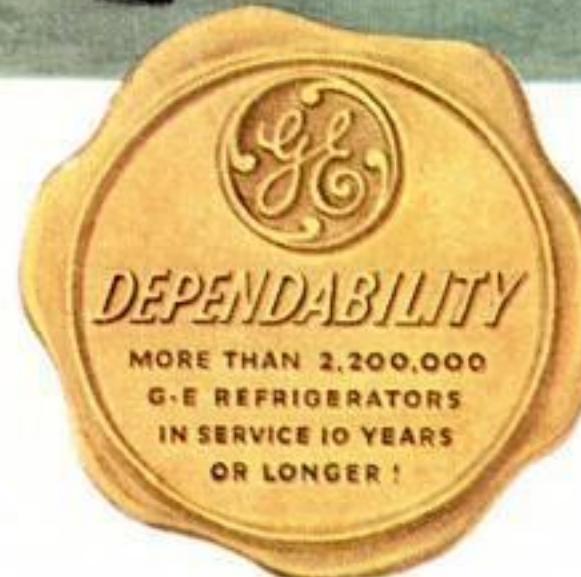
New! Redi-Cube Ice Trays!

Imagine. Now you can pick cubes singly, or lift out as many as you want! It's another G-E exclusive!



New! Vegetable Rolla-Drawers!

They roll in and out quietly at a touch. No channels or guides for you to scrape or clean!



Not one, but two Alnico Magnetic Doors on this beautiful G-E model NHX-10G. One is for the real Home Freezer in which you can store 70 pounds of assorted frozen food! The other is for the fresh-food section that *never needs defrosting* . . . the moist cold eliminates the bother of covering dishes. Available also in 8-cu.-ft size.

NEW GENERAL ELECTRIC Refrigerator-Home Freezer Combination

A separate Refrigerator **PLUS** a separate Home Freezer

You can put your confidence in —

GENERAL  **ELECTRIC**

NEW "THRIFT-PAK"



Saves you \$3. a year...

... buy yourself *3 PAIRS OF NYLONS!*



YOU DON'T HAVE TO BE AN EXPERT to figure this one! A glance at the package shows that the new Listerine Tooth Paste "Thrift-Pak" (*two* regular 45¢ tubes for 59¢!) contains enough tooth paste to last the average family a whole month... and saves you 30¢ every time you buy.

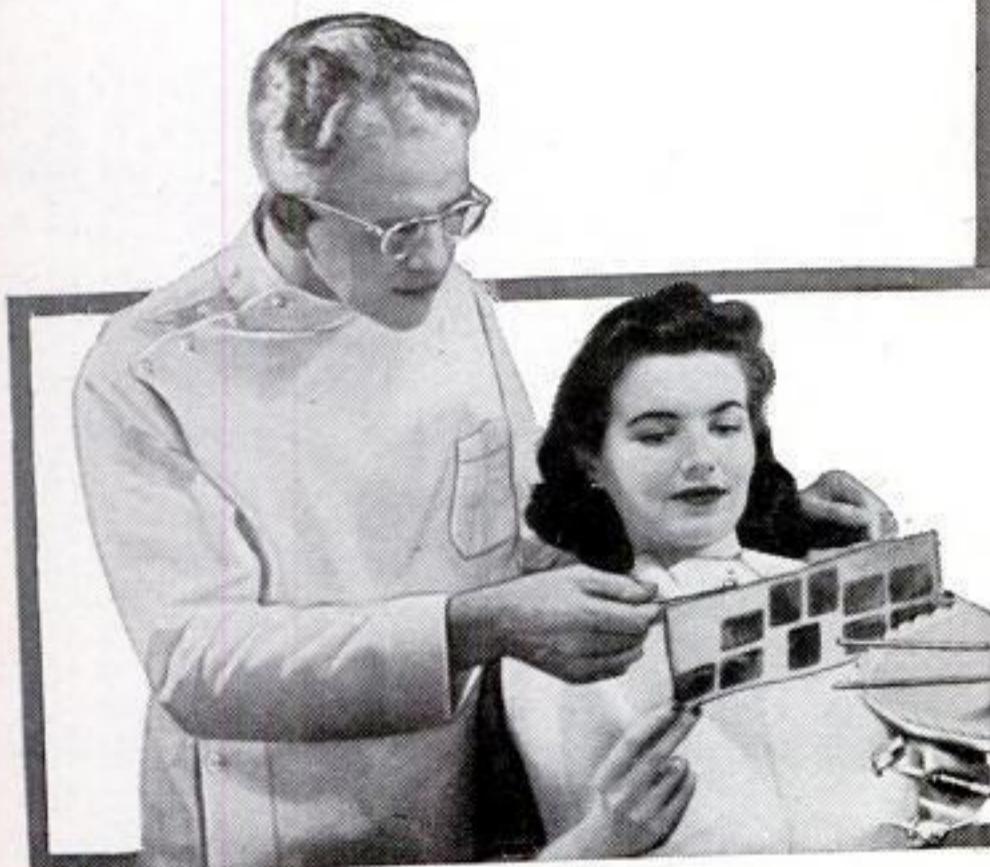
As makers of Listerine Antiseptic we would never put our name on a product that isn't top quality. No dentifrice beats Listerine Tooth Paste:

for reducing decay,
for sparkling flavor,
for thorough polishing,
for cleaning teeth and breath
(remember, "Listerine" means
breath control!)

Only mass production, modern machinery, and more than 60 years of "know-how" make the low 59¢ price for *two* big tubes possible.

Start buying Listerine Tooth Paste in the "Thrift-Pak" today. Spend that \$3.00 you save on anything you like. Buy clothes, shoes, food, a hat. Or just have *fun* with it! It's yours to do what you want with, when you change to Listerine Tooth Paste in the new "Thrift-Pak."

LAMBERT PHARMACAL CO., St. Louis, Mo.



TOOTH DECAY cut down as much as 60%

How much can a dentifrice like Listerine Tooth Paste actually do to cut down tooth decay? Read this new, impartial evidence. Immediate cleaning after meals was the important factor in getting these reductions. When it comes to cleaning, no tooth paste... not a single one... beats Listerine Tooth Paste.

Research just completed at a famous university definitely showed that this type of dentifrice, used regularly immediately after eating, can reduce cavities as much as 60%.

This One



Never again...

need your wool
sweaters shrink
out of fit!

nor any other
wool garment!

HOSIERY

CHILDREN'S WEAR

SPORT SHIRTS

JERSEY

INFANTS' WEAR

SKIRTS & JACKETS

ROBES

YARD GOODS

UNDERWEAR

GLOVES & MITTENS



"SANFORLAN" TELLS YOU THE WORK'S OUT OF WASHING BECAUSE THE SHRINK'S OUT OF WOOL!

Wonderful wool-washing news! No more struggling with stretchers, frames or boards! No more pulling and pinning! "Sanforlan" is here!

And no wool—knitted or woven—that wears this magic trade-mark need ever shrink out of fit—ever mat or felt! Wash your "Sanforlan" woolens as often as you like—they'll keep their original size and softness!

Ask to see the "Sanforlan" trade-mark whenever you buy woolens.

SANFORLAN

TRADE-MARK

Brought to you by the "Sanforized" people!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

IT'S ZANY IN A WANDAFULL SORT OF WAY!

The
Admiral
was a
Lady...
but
she
taught
these ex-GI's
maneuvers
they'll
never
forget!



ALBERT S. ROGEL AND JACK M. WARNER PRESENT
EDMOND O'BRIEN • WANDA HENDRIX
in
**"The Admiral
was a Lady"**

with **RUDY VALLEE** • Johnny Sands • Steve Brodie • Richard Erdman • Hillary Brooke • Richard Lane • Produced and
Directed by ALBERT S. ROGEL • Co-Producer Edward Lewis • A Roxbury Production • Released thru United Artists

"Where's
Henry!!!"





MARY MARTIN
Star of Broadway's
all-time smash hit
"SOUTH PACIFIC"
says:



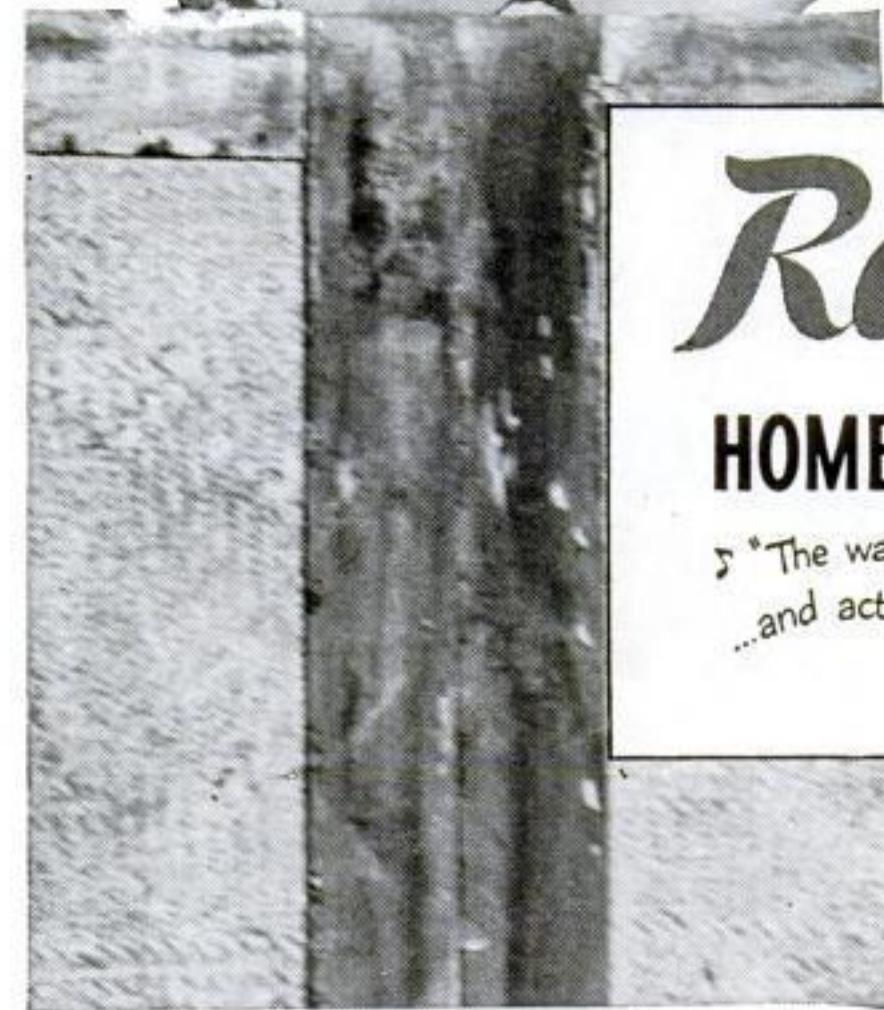
"I expect I've had more firsthand experience with home permanents than any living soul! Once every 3 weeks—(my hair's so short!)—and 72 curls to a permanent."

"I've found me
a wonderful
WAVE!"

"2024 shampoos and 33 permanents—that's what I've had since 'South Pacific' opened. Honest!" says Mary Martin cheerfully. "People can't see why I have any hair left—but, the fact is, it's never been healthier in its life! Rayve's very, very easy on your hair."

Mary's hair grows practically a half inch every week, she says. Since it must be kept less than 2 inches long for that on-stage shampoo—the permanent has to be cut off every 3 weeks—and Mary has a new one!

"I just couldn't have frizzy ends—I had to find a permanent that would look soft and natural and would set itself. I just *had* to find Rayve! Believe me, there's a big difference between a Rayve home permanent and the rest—and I've tried them all. It really does give you softer, shinier, more manageable curls. Every time, too. Try it—you'll find out!"



"I'm Gonna Wash That Man Right Out of My Hair," sings Mary Martin nightly, and while the spellbound audience gasps with delight, she washes her hair with real suds, real water. "But you just *can't* wash a Rayve wave out," says Mary Martin. "It lasts till you *cut* it off!"



There's nothing but a good brushing between the smart little curly-head above and the wet, belathered mop at the left. "That's why a Rayve permanent's so wonderful," says Mary. "It leaves your hair acting and looking just like 'naturally curly'—that soft and manageable."

Rayve
HOME PERMANENT

"The wave's softer...naturally curly looking
...and actually shiny!"



Rayve Refill, \$1 (use any plastic curlers).
Complete Rayve Wave Kit, \$2 (with 60 plastic curlers).

Money-Back Guarantee! Yes, your money back if you don't agree with Mary Martin that a Rayve Home Permanent gives the softest, most natural wave you've ever had at any price.

Beware of the shoe sole "just like" NEOLITE

THERE IS NO SUCH THING !



Insist on genuine
NEOLITE SOLES!

The name is
always plainly marked
on the shank!

It's a compliment to **NEOLITE** quality that so many other shoe soles are described as "just like" **NEOLITE** . . . or "the same thing" as **NEOLITE**.

That's the strongest claim anyone can make for another sole. *But don't be fooled by such imitations!* Only genuine **NEOLITE** gives you this unique combination of everything you want in a shoe sole.

Imitations can't fool your feet! You'll notice the big

difference in damp-proof comfort . . . lasting style . . . long **NEOLITE** wear.

Imitations can't fool your eyes! Always look for the name **NEOLITE**. It is plainly marked on the bottom. That name is your only guarantee of the fine style and matchless quality that have made **NEOLITE** the choice of 30,000,000 people who *step on it!*

On new shoes and re-soles for the entire family.

You pay only a little more—and get
all these extra **NEOLITE** values:

Light-footed comfort . . . no breaking-in needed.
Damp-proof good looks in any kind of weather.
Firm platform that helps hold stylish shape.
Twice the wear of leather soles.

NEOLITE SOLES

NEOLITE, AN ELASTOMER-RESIN BLEND, T.M.—THE GOODYEAR TIRE & RUBBER COMPANY, AKRON, OHIO

Make any shoe a better shoe !



"What's going on?"
"They fixing something?"
"What's that thing for?"

That thing is for more and better Bell telephone service. It's a piece of central office dial switching equipment made by Western Electric.

Making telephone equipment for the Bell System is Western Electric's job — has been for 68 years. We don't make toasters or washing machines or electric ranges. We make telephone equipment — *good* equipment that helps give you good service at low cost.

Because Western Electric is a unit of the Bell System, our people who *make* telephone equipment work shoulder-to-shoulder with Bell Laboratories people who *design* it and Bell telephone people who *operate* it. Together we strive to make your service the best on earth—at the lowest possible cost.

Western Electric



A UNIT OF THE BELL SYSTEM SINCE 1882

Dry up harmful dampness fast...!

IN BASEMENT

Check rust,
corrosion,
damp walls,
dank odors!



IN PANTRIES

Help prevent
soggy crackers,
lumpy sugar,
salt and flour!



De-Moist.

ABSORBS EXCESS MOISTURE OUT OF THE AIR

Don't put up with mildew, rust and musty odors. De-Moist pulls dampness out of the air like magic! Soaks up its own weight in moisture, but does not drip! Easy to use; just hang it up. Odorless! Perfectly safe! Can be used over and over again by merely drying out in oven.

CLOSET SIZE \$1.29
BASEMENT SIZE \$4.95

at Hardware and
Department Stores



G. N. Coughlan Co., West Orange, N. J.



LETTERS TO THE EDITORS

KOREAN WAR

Sirs:

Your picture ("Mydans Goes Up to the Fighting," LIFE, July 17) of a dead lieutenant and his men—especially the face of the last boy on the right—seems to portray combat as the young soldier sees it better than any photograph I have seen. In his eyes and the expression of his face are skepticism, horror and a sudden grownup look from the realization of death.

JAMES L. WATSON
Worcester, Mass.

Sirs:

As an ex-Navy "airdale" I was surprised at the beauty of the picture showing the carrier *Philippine Sea* loading at night in San Diego Harbor.

ALFONSO M. MAGLIACANE
Passaic, N.J.

Sirs:

I am amazed at the tactics the advance patrol displays in having all of the men standing together within fire range on a road. They could not make a better target for snipers or a machine gunner. A signal from the point man is no guarantee for a safe advance up an open road either.

HENRI HOFER
Newark, N.J.

Sirs:

The picture showing mother and wife waiting for the carrier to sail—to my eye—is the most poignant image you have ever published.

ANSEL ADAMS
San Francisco, Calif.

• LIFE's thanks to master Photographer Adams.—ED.

WHITE ROBIN

Sirs:

Enclosed is a picture of our white robin (LIFE, July 17). Its parents, red-breasted robins, show no favoritism toward Whitey or others in the brood which have normal feathering. There were two white ones in this hatch, but a cat got the other one.

LESLIE G. ANDREWS
Wisner, Neb.



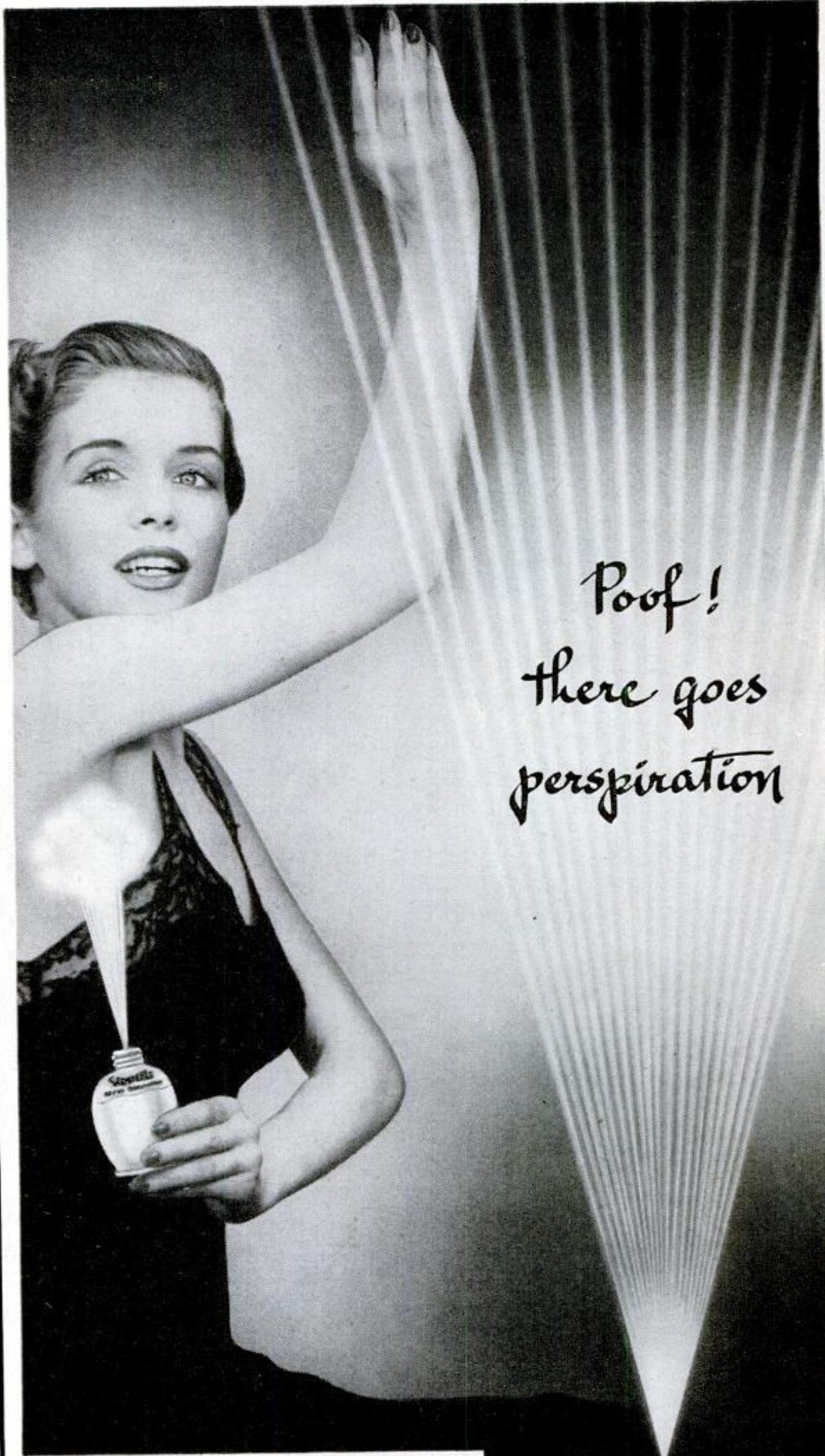
WHITEY

"BUCKSHOT" LANE

Sirs:

As I hide your July 17 issue ("LIFE Visits Sheriff 'Buckshot' Lane") from my 7-year-old son, I realize how amazing it is that 15 million Negroes in our country remain as loyal as they do. Frankly I had to brace myself when I saw the pictures of Tom Will Lane, sheriff of Wharton County, Texas, slapping a "drunken or sleepy" Negro woman because she "talked back." And LIFE refers to that sheriff as one

CONTINUED ON NEXT PAGE



Poof!
there goes
perspiration

Now try Stopette—the deodorant that changed a nation's habits!

A new deodorant has to "have something" to compete with all the old favorites! Stopette has everything—in three short years has become a national best seller. Until you try it, you won't know the wonderful, wonderful news about anti-perspirants!

Just an effortless squeeze of the Stopette flexi-plastic bottle does it. No messy fingers. No fuss, no muss. You don't touch Stopette, hardly know it touches you.

Stopette stops odor instantly . . . keeps underarm area free of excess moisture. Harmless to skin or clothes.

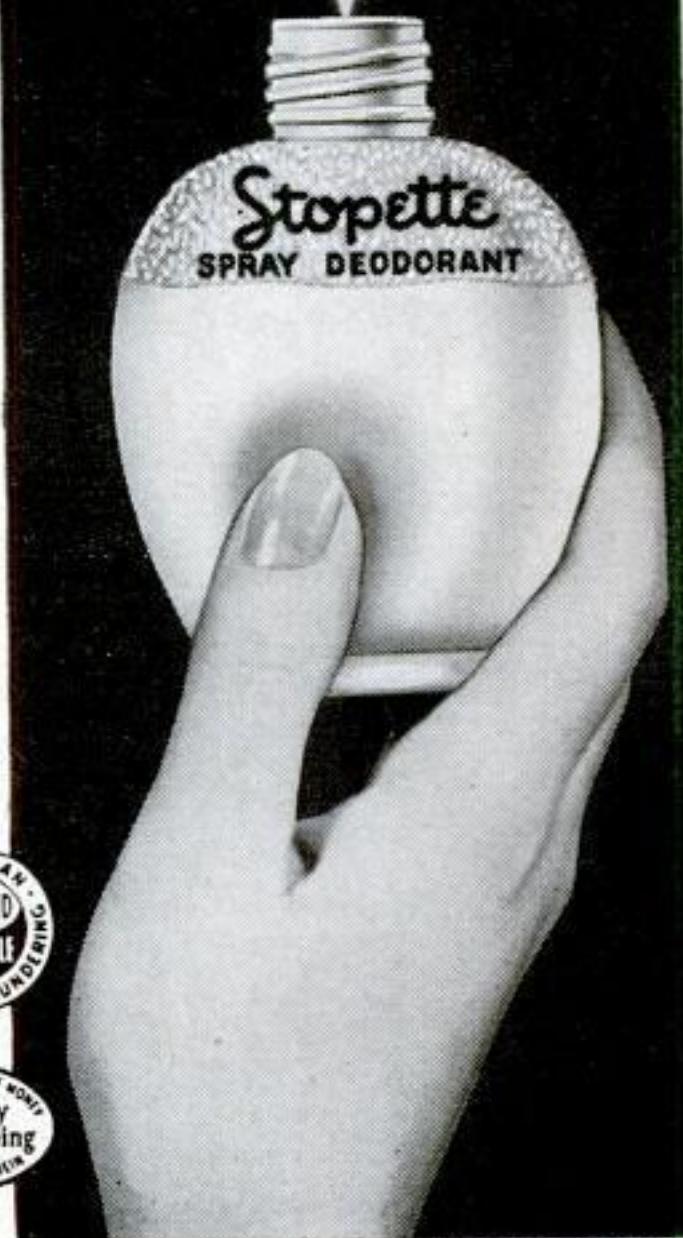
Other products are now being made to look like Stopette—but nothing is quite like the original Stopette Spray Deodorant. Exclusive formula by Dr. Jules Montenier. Two sizes, 2 1/4 oz.—\$1.25, and 1 oz.—60c.

JULES MONTENIER, INC., CHICAGO



Stopette

THE ORIGINAL
SPRAY DEODORANT



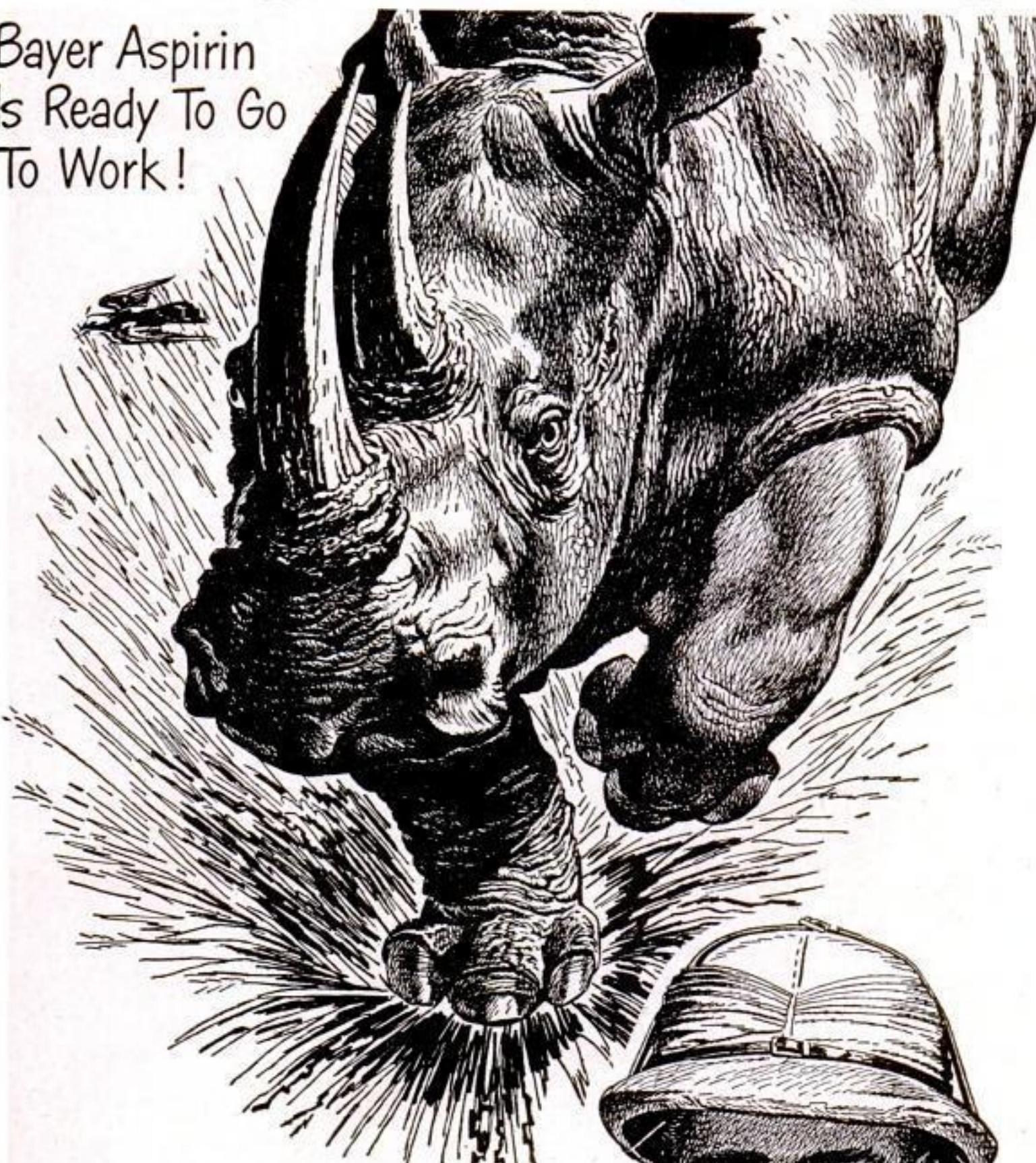
© 1950 J. M. INC.

In 7.3 Seconds,
A Rhinoceros
Can Run 100 Yards...
But In Only



TWO SECONDS

Bayer Aspirin
Is Ready To Go
To Work!



MAKE THIS TEST!

To see how fast it's ready to go to work, drop a Bayer Aspirin tablet in a glass of water, and time its disintegrating speed. What happens in the glass, happens in your stomach.



How fast you get relief is important when you have an ordinary headache, neuritic or neuralgic pain. And because genuine Bayer Aspirin is actually ready to go to work in *two seconds*, it brings relief that's amazingly fast.

But there's *more* to pain relief than speed. It's also important to know how *dependable* your pain reliever is. And Bayer Aspirin is one pain reliever you can rely upon. For its single active ingredient is not only *so effective* doctors regularly prescribe it for pain relief, but is also *so gentle* to the system.



give it even to small children on their doctors' advice.

So when you are in pain, and want fast, dependable relief—don't experiment with drugs that have not stood the test of time. Instead, use genuine *Bayer Aspirin*. And always be sure to ask for it by the name "Bayer" when you buy.

NOW... BAYER ASPIRIN IN CHILDREN'S SIZE

New 2½ grain tablets (containing half the amount of regular size Bayer Aspirin tablets) provide proper children's dosage as prescribed by your doctor. They're neither flavored nor colored, so they cannot be mistaken for candy. 30 Tablets—25c.

*Because no other pain reliever can match its record of use by millions of normal people, without ill effect, one thing you can take with complete confidence is genuine

BAYER ASPIRIN

LETTERS TO THE EDITORS

CONTINUED

of the best and most efficient sheriffs in the U.S.! At this time, when our government is stressing "unity and brotherhood of all Americans," can't you imagine the impression these pictures have on youngsters of all races?

I had an abundance of faith when I was in high school, but undergraduate days at Howard University gave me a chance to see what the nation's capital was really like. Studying for a degree at Radcliffe in Cambridge gave me the reassurance I needed in the American way, but when LIFE calls Tom Will Lane a top-notch sheriff it makes me wonder just how I'll evade the subject when and if my schoolchildren ask about it come September.

SARA E. HARDY

Detroit, Mich.

Sirs:

Your story was undoubtedly a masterpiece of publicity—but not for democracy! Is this the kind of thing democracy offers the Negro? And at the same time you print a story of the U.S. trying to insure democracy for South Korea....

CALVIN H. HALL

Roxbury, Mass.

Sirs:

No doubt the woman was in the wrong, but as far as I've been taught, it's pretty rotten for a man to hit any woman, black or white.

MRS. HARLEY HUDDLESTON JR.
Indianapolis, Ind.

Sirs:

Why doesn't Sheriff Lane follow his own words—"If people would just think of his fellow man . . . this would be a better world to live in."

OLIVE STACEY

New York, N.Y.

Sirs:

I am sure that all our U.S. Congress lacks is some semiliterate, strong-armed popinjay who spells the word fought "f-a-u-g-h-t."

GEORGE WHITNEY JR.
University of Wisconsin
Madison, Wis.

Sirs:

Where are his rubber hose and ball bat?

LEWIS D. HILL
Oakland, Calif.

Sirs:

The community where I live is surrounded by people similar in color to the woman shown in your "slapping" scene. I wonder if they won't want to do a bit of "slapping" themselves at "drunken" white men when the occasion demands....

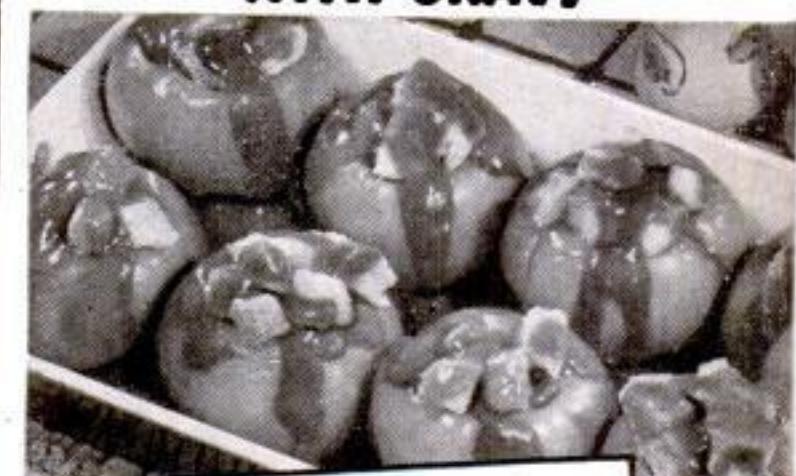
H. L. GLEASON
Chicago, Ill.

Sirs:

It occurs to me 1) that there are specific laws designating punishments for such misdemeanors, 2) that such laws do not include physical maltreatment, 3) that Mr. Lane, from all accounts, is armed with both a gun and an energetic mouth with which he could subdue disrespect in other ways. When we try to sell democracy to some of our European neighbors we had better leave incidents like this out because if it "doesn't look good on the Communists" it doesn't look any better on us.

MRS. WILLARD GOLDBOSS
Highland Park, Ill.

Welcome Surprise for Dinner! BAKED STUFFED TOMATOES WITH GRAVY



BAKED STUFFED TOMATOES with GRAVY

6 slices bread
2 tablespoons melted butter or margarine
2 tablespoons chopped onion
1 teaspoon salt
Dash of pepper
1/4 teaspoon poultry seasoning
1 can Franco-American Beef Gravy
8 medium tomatoes



READY
TO
SERVE
Heat oven to 350° F. (moderate). Soak bread in water; squeeze dry and break into small pieces. Combine with butter, onion, salt, pepper and poultry seasoning. Remove stems from tomatoes and scoop out a small amount of the pulp. Fill with stuffing. Place in a greased shallow baking dish; and pour on Franco-American Beef Gravy; bake at 350° F. for 30 minutes. Makes 8 servings.

Made from the juices of selected beef... with that genuine roasting pan flavor! Delicious served with any meat-and-potato dinner. On sandwiches. In stews. Or add it to make your own gravy s-t-r-e-t-c-h.

**Franco-American
Beef Gravy makes the meal!**

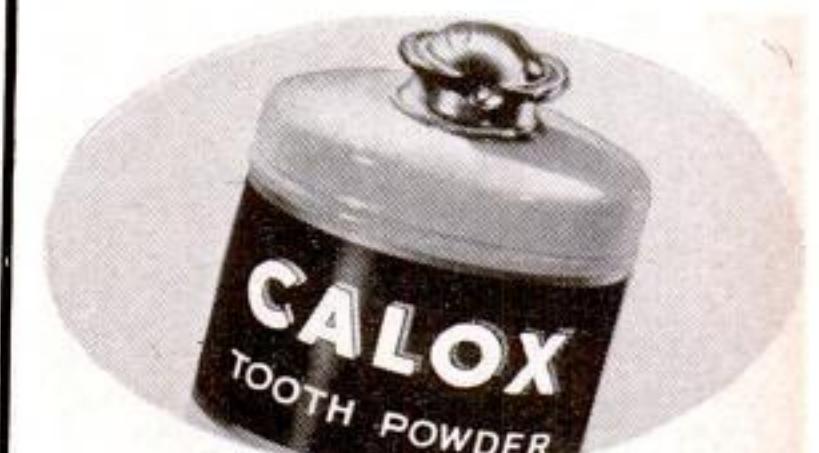
38%

brighter teeth



in just one week

Amazing results proved by independent scientific test. For cleaner teeth, for a brighter smile... try Calox yourself!



A product of MCKESSON & ROBBINS

For still-to-come warm weather



For vacation days to enjoy



For the first fashions of fall



For all day, any day, every day



CAROLYN SCHNURER, well-known designer: "My collections this season reflect wonderfully slim and slender lines. But that's no problem if you wear a **PLAYTEX** under *everything*. It's invisible under the scantiest swimsuit."

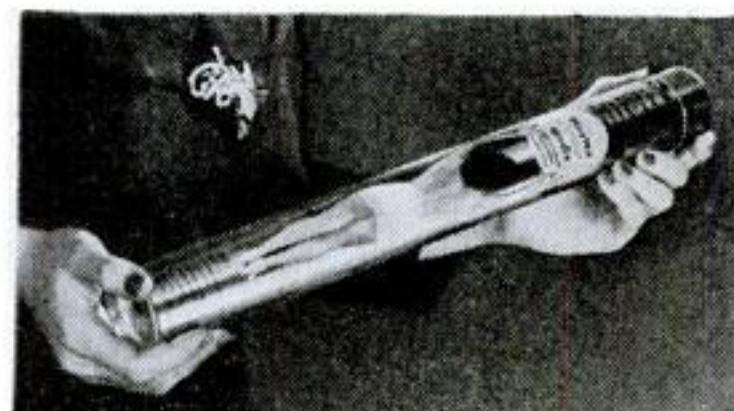
TINA LESER, famous for originality: "My advice is — wear a **PLAYTEX**, the girdle that slims you where you need slimming, moulds you, holds you in complete comfort — and fits invisibly under the slenderest clothes."

CEIL CHAPMAN, New York designer: "The supple lines of this new silhouette make a woman look younger, more alive! And what an easy figure to have —with **PLAYTEX**. It gives the illusion of no girdle at all."

MAURICE RENTNER, known for his elegant fashions: "The slender, youthful silhouette is a figure every woman can have with a **PLAYTEX** girdle. It trims away inches, moulds your silhouette naturally, combines power with comfort."

Here's the girdle that leading fashion designers praise for every season, every occasion, every time of day!

INVISIBLE **PLAYTEX® PINK-ICE**



PINK-ICE washes in ten seconds, dries with the touch of a towel, ready to wear again immediately. Made in one smooth piece of tree-grown liquid latex, **PINK-ICE** moulds your figure naturally, comfortably, whether you're sitting, standing or walking. In panty, panty with garter, and garter girdle styles at department stores and better specialty shops everywhere.

In SLIM, shimmering pink tubes,
PLAYTEX PINK-ICE GIRDLES \$3.95 to \$4.95
In SLIM, silvery tubes,
PLAYTEX LIVING® GIRDLES \$3.50 to \$3.95
Sizes: extra-small, small, medium, large
Extra-large size, slightly higher

INTERNATIONAL LATEX® CORP/N.
Playtex Park ©1950 **Dover Del.**

MADE BY A REVOLUTIONARY NEW LATEX PROCESS, **PLAYTEX PINK-ICE** DISPELS BODY HEAT, SLIMS YOU IN COOL COMFORT.



M-m-m, toasted sandwiches-quick!

You get almost a square foot of cooking surface with the superbly designed new General Electric Combination Sandwich Grill and Waffle Iron.

You can toast delicious sandwiches... fry bacon and eggs or even steaks, so quickly and easily—all at your table!

Or simply insert the large aluminum waffle grids, and in a few seconds you have four tempting waffles ready to serve.

4 butter-brown waffles-so quickly!



See your G-E Dealer. Automatic, \$19.95. Price subject to change without notice.

For fast treats—the beautiful new...

General Electric Combination Sandwich Grill and Waffle Iron!

ONE LOOK, and you'll love its graceful modern lines, its gleaming, long-lasting chrome plate finish. You'll appreciate those plastic handles, too.

Automatic, a turn of the "Temperature Selector" quickly gives you the correct heat. A "tell-you-when" light

goes off the moment you have it.

Automatic model (shown above)—and the Standard model at \$14.95—come complete with easy-to-clean sandwich and waffle grids. Also a fascinating recipe booklet. General Electric Co., Bridgeport 2, Conn.

You can put your confidence in ...

GENERAL ELECTRIC

LETTERS TO THE EDITORS

CONTINUED

Sirs:

After reading about "Buckshot" Lane, I have decided to move north. Pike County, Pa. is not far enough away from Wharton County, Texas.

ELEANOR PEDERSEN

Milford, Pa.

Sirs:

Since you make no comment on the pictures I assume you are in full agreement with the policies and methods of this efficient man. . . .

THE REV. HARRISON SASSER
Omer, Mich.

• In calling Sheriff Lane "one of the best and most efficient sheriffs in the U.S.," LIFE by no means endorsed all his attitudes and actions. "Buckshot" Lane is the type of Southerner who expects Negroes to say "yes, sir" to him and will not shake hands with them; yet he has two Negro part-time deputies on his staff and helps Negro families who are in need of advice, small loans or both. Lane, like most other peace officers, both good and bad, often slaps drunk or otherwise unruly prisoners of any color who cannot be reasoned with.—ED.

JUSTICE AND TENNIS

Sirs:

Phi Beta Sigma Fraternity, Inc. and its 8,000 members wish to extend congratulations on the stand you took ("Justice and the Courts (Tennis)," LIFE, July 17) regarding Althea Gibson, Negro national tennis champion, and the National Championships of the U.S.L.T.A.

HUTSON L. LOVELL

New York, N.Y.

A-BOMB FLYERS

Sirs:

After reading your article, "The Week the War Ended" (LIFE, July 17), I'd like to know what the primary and secondary A-bomb targets were that Sweeney's crew couldn't see.

BILL SERRAULT

Salina, Kan.

• Niigata and Kokura.—ED.

Sirs:

Your story was told so vividly that I looked up this picture of the B-29



operation base, Tinian, with the field that launched the A-bomb, is at upper left. Saipan is in the foreground.

BERNARD WEINSTEIN
New York, N.Y.

Sirs:

I note that credit is again given to Great Artiste for dropping the Atom bomb on Nagasaki. It's about time this error is corrected. The Nagasaki bomb was dropped from B-29 Number 77, which was named Bockscar and was piloted by Major Charles W. Sweeney. The Great Artiste, piloted by my son, Captain Frederick C. Bock,

Kool-Aid Ice Box TREATS!



HERE'S the easy, economical way to keep your family refreshed . . . Kool-Aid ice box treats! There's nothing like them for cool, flavorful goodness. You'll be surprised at how easy they are to make. Choice of six delicious flavors. Recipes on every package. Try these: frosty, tangy thirst-quenching beverages; delicious frozen desserts; colorful frozen suckers that fascinate children. Try it . . . only 5¢ a package.



FREE 49¢ JAR

WHEN YOU BUY
79¢ SIZE



*Special offer
to introduce* **amazing
Shasta Shampoo
guaranteed not to rob
hair of natural oils**

needed for naturally soft, shiny, healthy hair

**HERE'S WHY YOU SHOULD ACCEPT
THIS SENSATIONAL MONEY-SAVING OFFER!**

HOW TO GET THIS OFFER ... Just go to your dealer and buy a 79¢ jar of new, improved Shasta. You'll get a 49¢ jar free when you do. This is a \$1.28 value for only 79¢. It's a money-saver!

WHAT YOU'LL DISCOVER ... New, improved Shasta is guaranteed not to rob hair of the natural oils needed for naturally soft, shiny, healthy hair. Even dull, dry, unruly hair looks unbelievably softer, shinier, beautifully groomed under Shasta's magic-like touch. Shasta leaves your hair looking its loveliest.

HURRY! SUPPLIES LIMITED ... Your dealer has a limited supply of this money-saving offer. So don't delay a moment. Go to your dealer today. Get a free 49¢ jar of Shasta when you buy a 79¢ jar.

PROCTER & GAMBLE'S GUARANTEE ... Shasta does not rob hair of its natural oils. Leaves hair looking its loveliest. Procter & Gamble guarantees this or your money back. So you can accept this money-saving offer with full confidence. Use 49¢ jar first. If not overjoyed with the results, return 79¢ jar and get your money back in full.

NEW! A lighter-bodied cream tonic

Vitalis HAIR Cream

gives you that

"clean-groomed" look!



**NO heavy film
NO sticky comb
NO messy hands**
with the first cream tonic
made of pure vegetable oil!

Now the makers of famous Vitalis bring you a great new improvement over ordinary thick, heavy cream tonics... new Vitalis Hair Cream!

You've never used a cream tonic like this! So light, so fine. The first cream tonic made of pure vegetable oil, it grooms your hair perfectly, yet leaves no heavy film. Always gives your hair the "clean-groomed" look everyone admires. Cleaner to use, too—rinses off comb and hands with plain water. It's homogenized for easy flow, comes in a handy shaker-top bottle.

Moreover, Vitalis Hair Cream's pure vegetable oil is a *doctor's prescription ingredient* for dry, flaky scalp—routs flaky dandruff fast. Get this new, lighter, cleaner cream tonic at your drug counter today.

She'll prefer that
"clean-groomed" look!

P.S. Ask your barber for a professional application of new Vitalis Hair Cream.
Made by Bristol-Myers—Dependable Products since 1887

LETTERS TO THE EDITORS

CONTINUED

was a half mile behind *Bockscar* when the bomb was dropped.

WYMAN C. BOCK
Greenville, Mich.

• Although official Air Force releases and news stories credited *Great Artiste*, Reader Bock is right. Major Sweeney flew *Bockscar* on the Nagasaki strike because *Great Artiste*—his regular plane—was filled with instruments for recording the effects of the blast. Rather than transfer the heavy equipment, Sweeney flew Captain Bock's plane on that one flight.—ED.

Sirs:

Schwartz overplays the rough treatment received by the "despised" 509th Bomb Squadron from other outfits on Tinian. If he had taken a little time during his stay to get the views of us other outfits, he would have written the article differently.

When they arrived on Tinian they did not risk their lives being fired on by Jap snipers in cane fields so thick a person couldn't see more than a few feet into them, nor did they experience any air raids. Yet they had the gall to tell us that they had come over to win the war for us. And can you imagine men griping because they couldn't buy hamburgers and malteds on a Pacific outpost? When they failed to produce results how else were we to feel but that they were a crummy outfit unable to back up their claims about being something "special"?

After they dropped the atomic bombs on Hiroshima and Nagasaki,

CONTINUED ON PAGE 17



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Today more people than ever before use Bromo-Seltzer. Because this time-proven product gives fast help. Not only for headache pain, but also for the upset stomach and jumpy nerves that often go with it.

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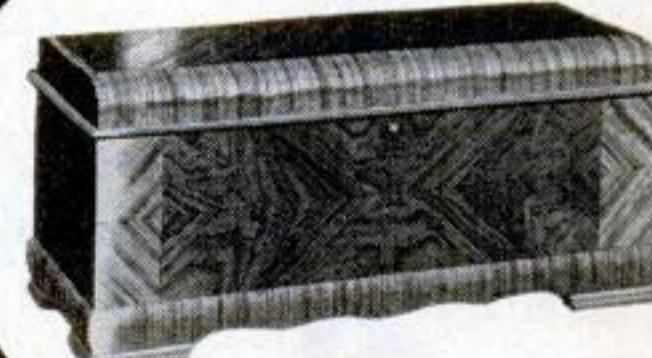
And it is so refreshing! You must be satisfied or your money back! Caution: Use only as directed.

Get Bromo-Seltzer at your drug store fountain or counter today. It's a product of the Emerson Drug Co. since 1887.



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Belts and Suspenders

Garment Bags

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Bicycle Seats

Table Cloths



Per-Fit window by Spickelmier Industries, Inc., Indianapolis, Ind.



Koroseal—as waterproof as glass but a lot more comfortable

NEITHER water nor weather will leak past those windows that are "floating" in Koroseal flexible material—nor the raincoats that are made of Koroseal, too.

If it weren't for the risk of a thrashing, the small boy could turn the hose (it's also Koroseal) on his older sister in the next picture, with no more soaking than he's giving that glass. Those coats are light, permanently waterproof, and they won't stick nor tear even if stuffed away in a pocket, wet.

The glass is floating because it is slipped into a Koroseal strip, glass and Koroseal are slid into the metal channel of the window frame—and that's all there is to it for a permanently tight, weatherproof window.

In these light films, Koroseal flexible material is ideal for baby pants (soft, never scratches, easily washed in warm, soapy water) and for mothproof garment bags, and for colorful draperies you can clean by dusting.

In heavier, fabric-backed sheets,

Koroseal makes the most attractive upholstery you ever saw, and so resistant to hard wear and scuffing that even in restaurant seats and office furniture as well as homes, it outlasts former materials many times, and can always be new-looking because it is so easily washed.

These and scores of other articles are in many stores now; and in many you can buy Koroseal material by the yard for your own home sewing. For your protection every Koroseal article

carries the Koroseal label. Look for it. The B. F. Goodrich Co., Koroseal Dept., Marietta, Ohio.

Koroseal—Trade Mark, Reg. U. S. Pat. Off.

Koroseal
FLEXIBLE MATERIALS

B.F. Goodrich

FEATURED NOW AT YOUR FOOD STORE...

Salad Season Specials

"SPECIALS" ON THE MAKINGS FOR BIG,
COOL SALADS... "SPECIALS" ON THE DRESSINGS
THAT WILL GET THOSE SALADS EATEN

There's a just-right

Maybe you prefer the delicacy of mayonnaise while your menfolks like a dressing that has "pep." Almost certainly you want French dressing for certain salads, but maybe you're the only one at your house who likes a hint of onion and garlic.

Whatever your family's likes and dislikes, whatever

TOMATO WITH EGG SLICES

6 tomatoes
Hard-cooked
egg slices
Curly endive
Kraft Mayonnaise
Watercress

For each portion peel a tomato and make five lengthwise incisions in it at regular intervals. Put a hard-cooked egg slice in each incision, and place the tomatoes on curly endive on a salad platter. Put a spoonful of Kraft Mayonnaise in the center of each tomato.

A master blend of really choice ingredients, Kraft Mayonnaise is indeed true mayonnaise at its finest.

National Vegetable Week
August 5-12

Look for special displays at
your food store!





MELON CIRCLE SALAD

Leaf lettuce	Watermelon balls
Cantaloupe rings, peeled	Fresh mint
Honeydew melon balls	Miracle Whip
	Salad Dressing

Arrange five nests of leaf lettuce on a serving platter, with a cantaloupe ring in each. Fill the rings with the melon balls and top each portion with a sprig of mint. Serve with Miracle Whip.

A unique type of salad dressing, the one and only Miracle Whip is America's big favorite by far. Millions prefer its can't-be-copied flavor.

KRAFT dressing for every taste!

the salad you're serving, there's a KRAFT-created Dressing that will be just right. Famous Miracle Whip, when you want a peppy flavor. Kraft Mayonnaise, for luxurious delicacy. Smooth yet tangy Kraft French . . . Miracle French with its touch of garlic.

Right now these famous dressings are being specially

featured by food stores everywhere. And not only the dressings but the salad *makings*, too. Look for your grocer's *Salad Season Specials*. He has a wonderful assortment of idea-inspiring salad materials and the just-right dressings to go with them. Now's the time to try all of those marvelous dressings by Kraft!

TOSSSED SALAD DE LUXE

Head lettuce	Radish slices
Bibb lettuce	French endive
Tomato wedges	Watercress
Scored cucumber slices	Kraft French Dressing

Break the head lettuce into pieces and place in a salad bowl with the Bibb lettuce separated into leaves, and the tomato wedges, cucumber and radish slices and the French endive broken into pieces. Garnish with watercress and toss with Kraft French Dressing.

Famous Kraft French Dressing has a smooth-yet-tangy flavor that's immensely popular with most folks. Kitchen-Fresh, like all Kraft Dressings.



GRAPE CLUSTER SALAD

Lettuce	Milk
5 pear halves	Tokay grapes
Philadelphia Brand Cream Cheese	Miracle French Dressing

Arrange five nests of lettuce on a chop plate, with a pear half, round side up, in each nest. Soften cream cheese with milk; spread it over each pear half. Cut grapes in half, remove seeds. Cover each pear with grape halves to resemble a bunch of grapes. Place a bit of grape stem in large end of each pear. Serve with Miracle French Dressing.

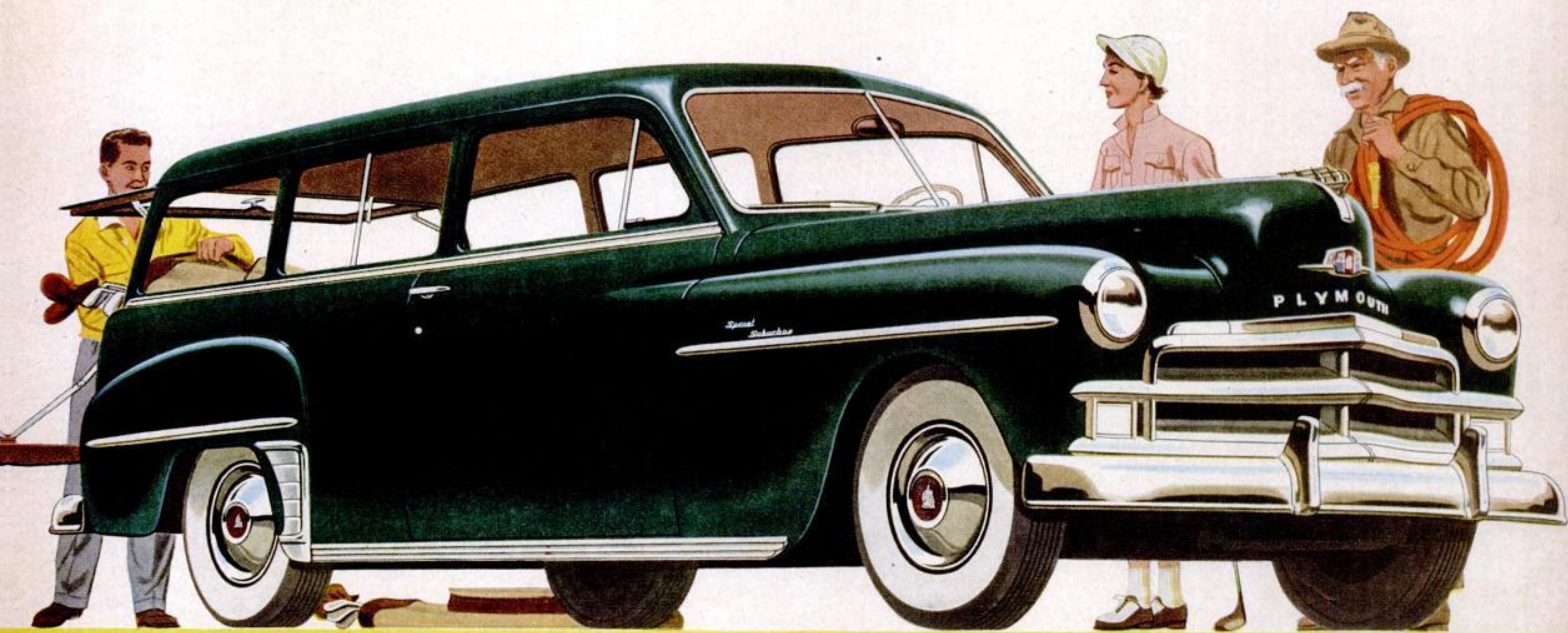
If you like a hint of onion and garlic, Miracle French is the kind for you! It's a really "French" French Dressing.



never before—such utility, economy and comfort

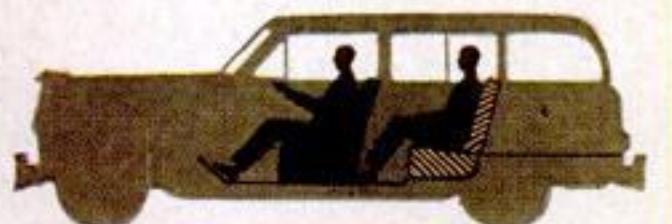
combined in one family car!

new Plymouth ^{all-metal} Suburban



The new Plymouth Special Suburban

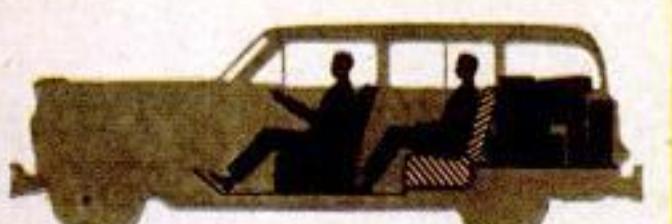
It rides like a luxurious Sedan, with the Air Pillow Ride, and natural-posture chair-height seats for 5 passengers.



It's your Handy-Andy—rear seat pivots down, forms part of floor, giving full-width space almost 6 feet long!



It has an all-metal body, with 42" of cargo space behind the second seat. The spare tire is hidden in a floor well.

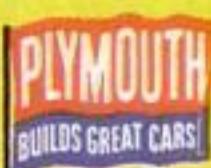


Here's Plymouth's new kind of transportation—a car that handles a hundred family jobs and loves every effortless minute. Actually, this new Plymouth comes in two models—the *Suburban*, and its country-club cousin, the *Special Suburban*. Both have the same smooth ride, the same short-turning radius, the same all-around utility—but the *Special* is more luxuriously appointed, inside and out. Then add, for value, Plymouth's famous engineering features, including Ignition Key Starting... 7.0 to 1 high-compression engine... pillow-y Super-Cushion Tires... Safety-Rim Wheels that protect in case of blowouts. *And the price is only slightly higher than for a Sedan.*

Your nearby Plymouth dealer wants you to see and drive the *Suburban* and *Special Suburban*. Wonderful for everyday use, or as an economical "second car"!

Available in 10 handsome colors

Shore Green, Brunswick Blue, Channel Green, Palm Beige, Salvador Blue, Trinidad Brown, Rio Maroon, Peru Gray, Gaynor Gray, Jet Black



PLYMOUTH

Division of CHRYSLER CORPORATION, Detroit 31, Michigan



Plymouth Special Suburban—richly upholstered in Bedford cord. Smartly pleated door panels, matching trim, extra appointments. You'll feel proud in any company.

Plymouth Suburban—upholstered throughout with lustrous, long-wearing plastic. You can wash it with soap and water!



Do women talk too much?

Six million of them had plenty to say about unsatisfactory underarm deodorants they had tried! These women, according to a survey, complained that not a single one met all their requirements.

* * *

After two years of intensive research, the Andrew Jergens Company developed the answer to every deodorant requirement of these women. It's an amazing new spray deodorant — Dryad!

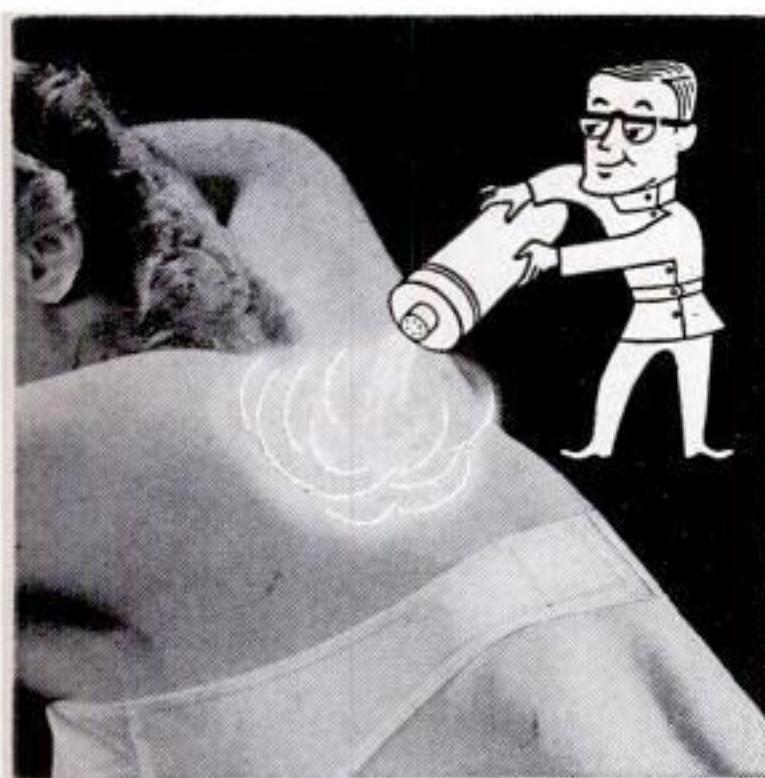
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Jergens Dryad gives you instant protection *three ways*. This spray deodorant checks perspiration *instantly*. It kills the odor of perspiration acid *instantly*. And it overcomes odor-causing bacteria *instantly*.

* * *

Get the pink squeeze-bottle now, and see if it doesn't meet *your* requirements. No other deodorant duplicates Dryad's 48-hour protection. Yet it won't harm your most fragile dress, has a clean, fresh fragrance even men like. And it's only 49¢ a bottle! (Also in cream form)

PRICKLY HEAT?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve burning prickly heat as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) It soothes, relieves and helps heal irritated skin. (2) Its extra softness protects and cushions sore skin, and so promotes healing. (3) Its extra fluffy texture gives cooling relief. For real medicated skin care, get genuine Ammens Medicated Powder at any drug counter today.

FREE trial size can. Write today to Dept. L-801, Bristol-Myers Co., Hillside, N.J. (Offer limited to U.S.A.)

AMMENS
Medicated Powder



LETTERS TO THE EDITORS

CONTINUED

we didn't do an about-face and heap praise on them. The success of the bombing missions was made possible by the coordinated work of the whole Air Force, the infantry and Marines, who fought and died taking Tinian, the Seabees and the Navy, who got us to the island.

G. N. DRIESENS

Grand Rapids, Mich.

Sirs:

As a bombardier in the 504th Group, flying out of Tinian, I remember no dislike of the 509th because of its lack of combat activity. The 504th knew the 509th had something new and secret but thought it was a new bombsight.

HENRY J. MEREDITH

Trona, Calif.

WORDSWORTH'S WORLD

Sirs:

I enjoyed "The World of William Wordsworth" (LIFE, July 17) very much. The pictures are beautiful and the excerpts from his poems well selected. I have always considered his works among the most sensitive nature poems ever written.

VEGA IBSEN

Fairview, Pa.

Sirs:

I enjoyed the story thoroughly, but Wordsworth must be turning over in his grave after LIFE's picture coverage! Take a look at this poem he wrote about pictures and illustrations:

Discourse was deemed Man's noblest attribute
And written words the glory of his hand;
Then followed Printing with enlarged command
For thought—dominion vast and absolute
For spreading truth, and making love expand.
Now prose and verse sunk into disrepute
Must lacquey a dumb Art that best can suit
The taste of this once-intellectual Land.
A backward movement surely have we here,
From manhood—back to childhood; for the age
Back towards caverned life's first rude career.
Avant this vile abuse of pictured page.
Must eyes be all in all, the tongue and ear
Nothing? Heaven keep us from a lower age.

MRS. ANDREW LAVOYE

New York, N.Y.

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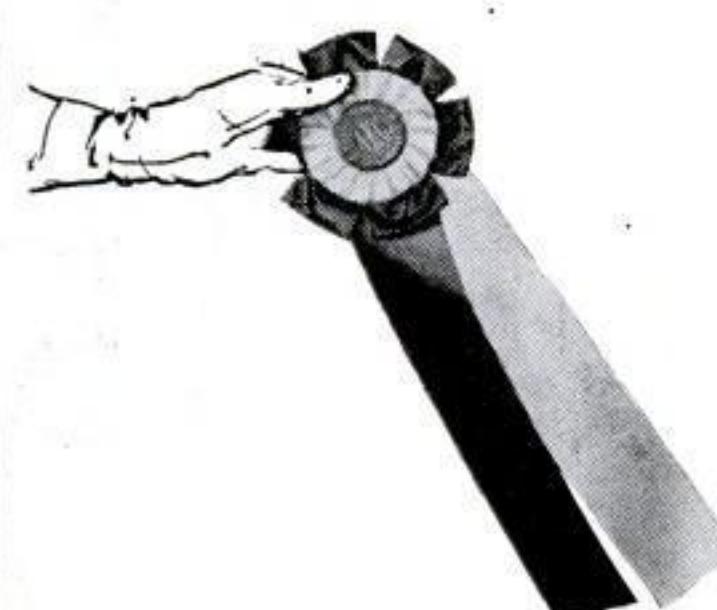
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special rinse!

Removes
embarrassing
dandruff from both
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Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
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contains no soap, no sticky oils.

Thus Halo glorifies your hair
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Halo reveals the hidden beauty of your hair!

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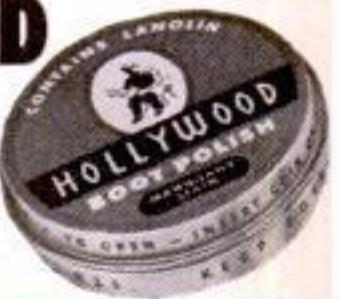
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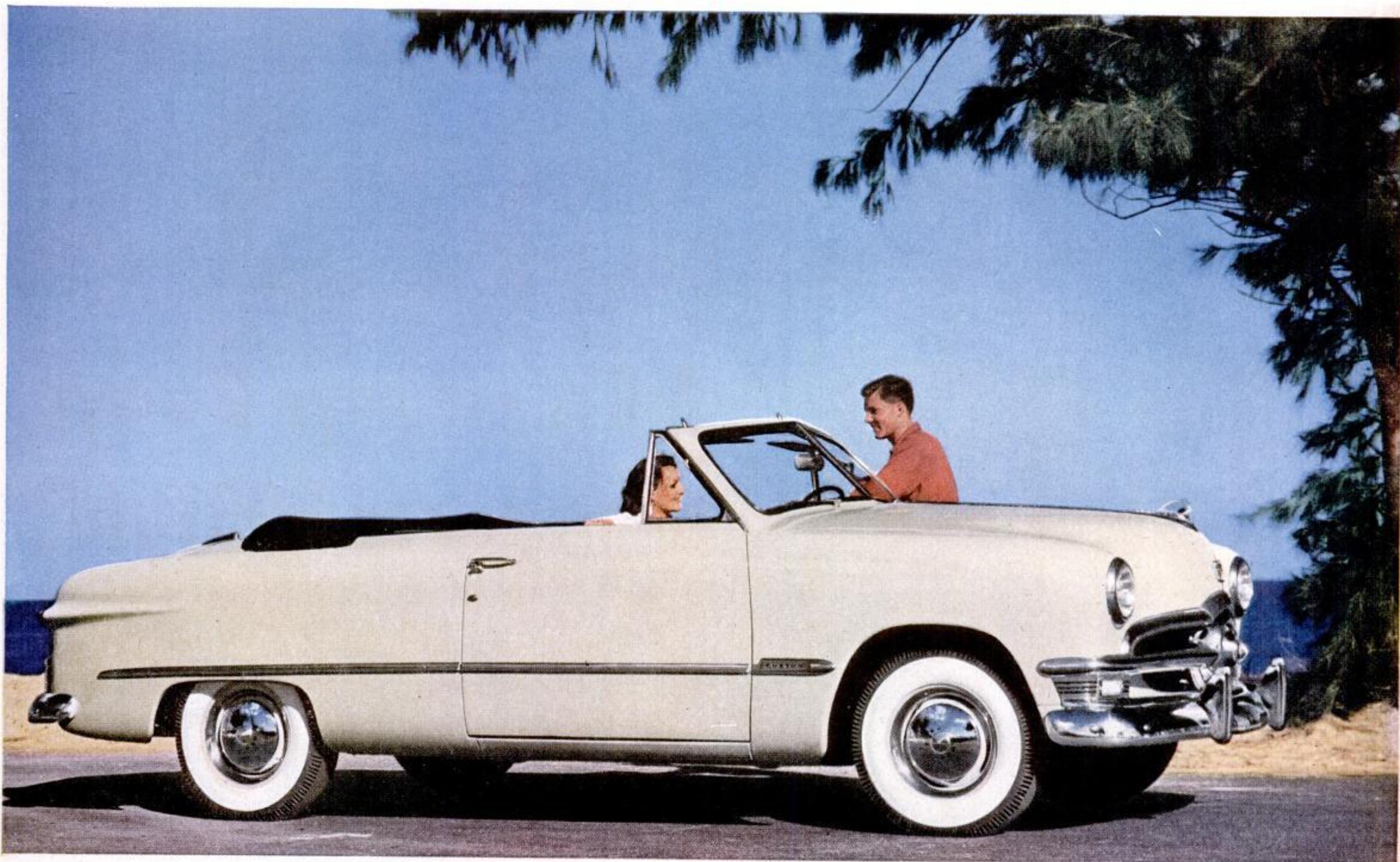
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You're entitled to more than a safe ride when you buy a car. That's why they built *fun* into a Ford.

Ford built in the "get goingness" of that 100 horsepower V-8 . . . built in the "wish I had one" lines . . . built in the "sit back and relax" ride.



IT'S A "TOP-DOWNER'S" DELIGHT.

Besides building in the *fun*, Ford kept a saving eye on your pocket book and combined "Fashion Car" beauty with dollars-and-cents durability. That "Lifeguard" Body is heavy-gauge steel. That rugged box section frame is rock solid. That "showroom complexion" is baked-on—to stay!

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the big new
FORD today!**

Any way you figure it the '50 Ford is the car for fun and thrift, too! Low in first cost—you get a V-8 for hundreds less than many Sixes. Low in running costs—ask any Ford owner. And low in depreciation—you'll be delighted with its resale value! So...before you buy any car, "Test Drive" a '50 Ford. It will open your eyes!

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LIFE'S COVER

Mississippi-born Peggy Dow (true name, Peggy Varnadow), 22, was signed by Universal-International a year and a half ago. She has just begun her sixth film and first major leading role opposite Arthur Kennedy in *Lights Out*, a story of blind veterans. Educated at Mississippi's Gulf Park College and Northwestern University, where she majored in speech, Peggy is a bright, unassuming girl who prefers books, baggy sweaters and watermelon feasts to the routine Hollywood nightclub rounds—so far, at least. She still clings to the vestiges of a ripe Southern accent, but otherwise is not the clinging type except when a pose requires it (pp. 67-71).

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IN LOCKER ROOM of the National Guard armory in Silver City, young guardsmen change into fatigue uniforms for weekly gun drill, where they knew they would get official news that they were called to active duty.

SILVER CITY GOES TO WAR AGAIN

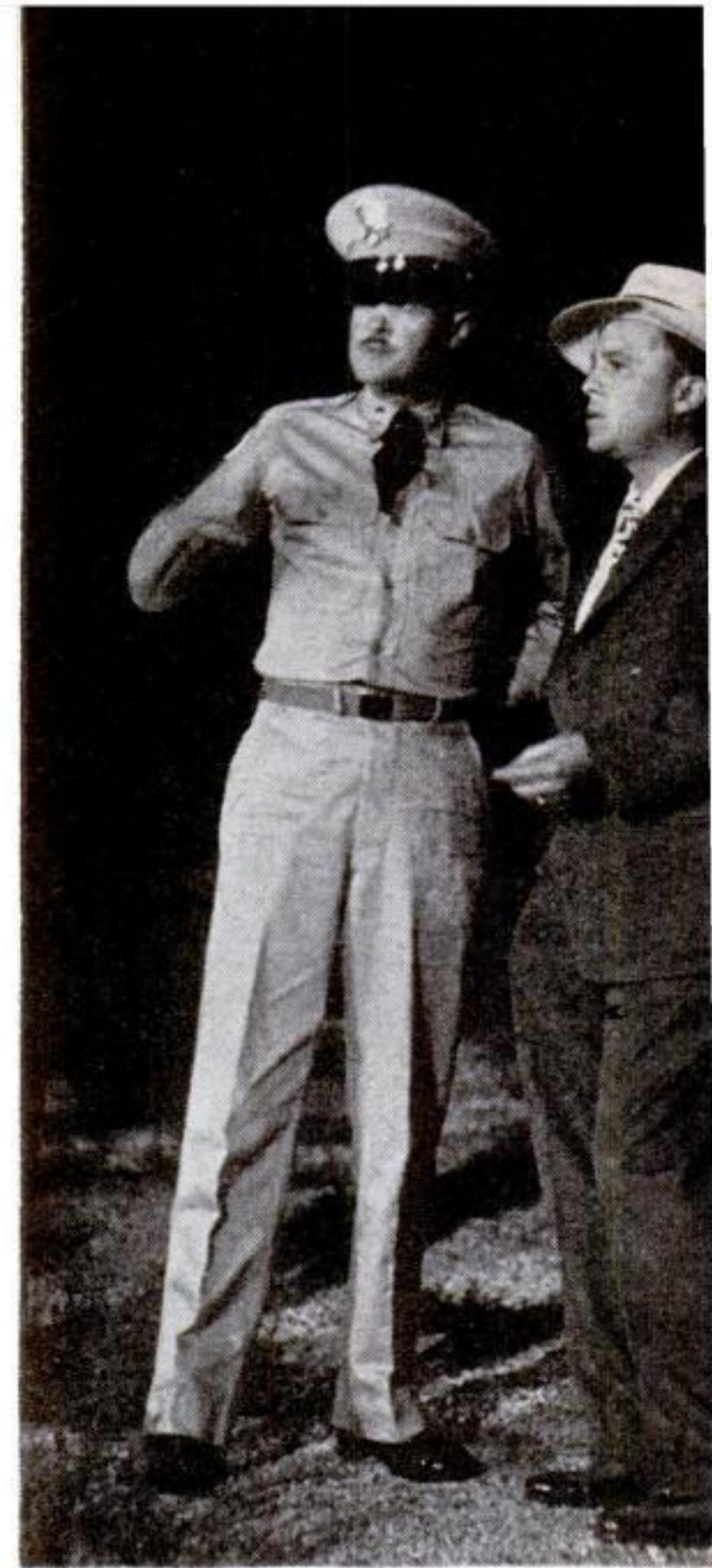
The 7,019 people of Silver City, N. Mex., a sun-baked town 68 miles north of the Mexican border, were just getting up one morning early last week when radio station KSIL broadcast a news bulletin: the Army, which was calling up selected National Guard units to active federal duty, had picked a third of New Mexico's guard. Among the units called was Silver City's Battery B of the state's 716th Antiaircraft Battalion.

For the rest of the day ranchers and copper miners from the dry, dusty hills around Silver City stood on the sidewalks talking with the townspeople about the order. Relatives of the 78 Spanish-American boys in the battery went to church to pray. Everyone in town hoped the battery would have better luck in this war than the last time it left home. In 1941 about 120 enlisted men and officers from Silver City were

in the Philippines as Battery G of the 200th Antiaircraft Regiment. Their guns burned out firing at Japanese planes, and at the end they were turned into infantry to protect MacArthur's retreat. After the fall of Bataan in April 1942 almost all the survivors joined the grisly "Death March" from Bataan to Japanese prison camps. Less than half ever came home. Now Silver City was sending out another battery.



NIGHT IN SILVER CITY finds guardsmen loading dummy shells into 90 mm. gun outside gun shed built for Battery B by WPA. Aim of gun is automatically



controlled by radar. Looking on during drill (above), Lieut. Stuart Warrick, assistant battery commander, explains the new equipment to Bataan veterans, Calvin

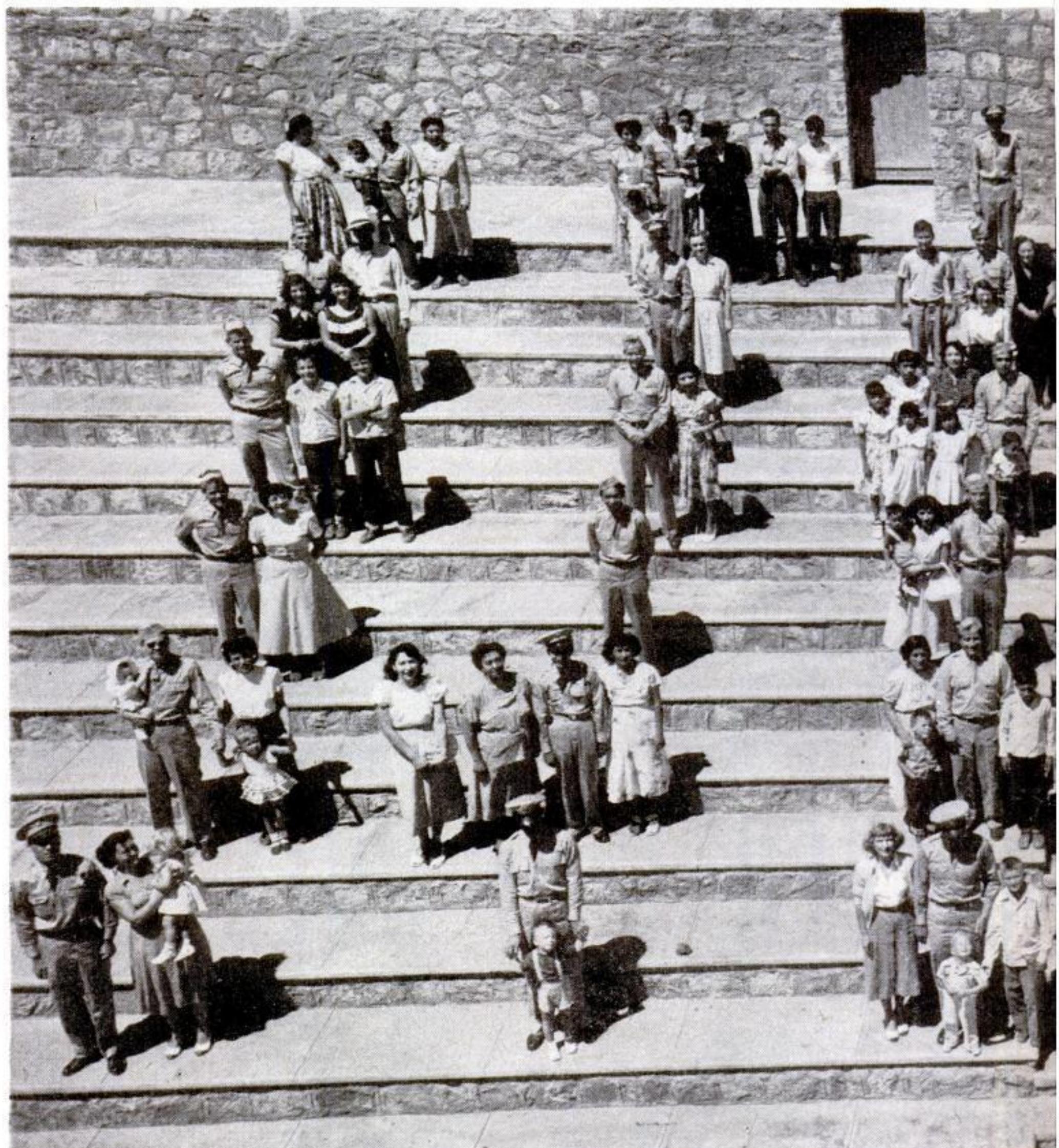
SURVIVOR OF BATAAN WILL LEAD BATTERY B

The order from Washington did not say where the men of Silver City's battery would eventually be sent. But at midnight Aug. 13 they will report to their armory in the center of the town and will live there until further orders come for them to move on to Fort Bliss, at El Paso, Texas. Meanwhile the men are going fishing, making their last rounds of the Copper Lounge and the Buffalo Bar, closing up their businesses and having their last dates at the movies or driving up to Chloride Flats overlooking the town. Most of the enlisted men in the battery are unmarried students in high school or at New Mexico Western College in Silver City. Only one of them planned to get married before the battery left. One of the men, a young Spanish-American private, seemed almost happy to be leaving. "Will they even issue us underwear?" he asked.

Captain Alvin Wheeler, 34, the battery commander, is the only veteran of Bataan who is going this time. Wheeler, an employee of radio station KSIL, received a battlefield commission in the Philippines. Just a week before the order came, the body of Sgt. Robert Carpenter, with whom Wheeler had fought in World War II, was brought home from Bataan and buried in Silver City's Masonic Cemetery. Last week other veterans of Bataan went to the armory to watch the battery drill. "Just like 10 years ago," said one of them. "But I think these boys would have felt slighted if they hadn't been called first."



WHEELER READS ORDER

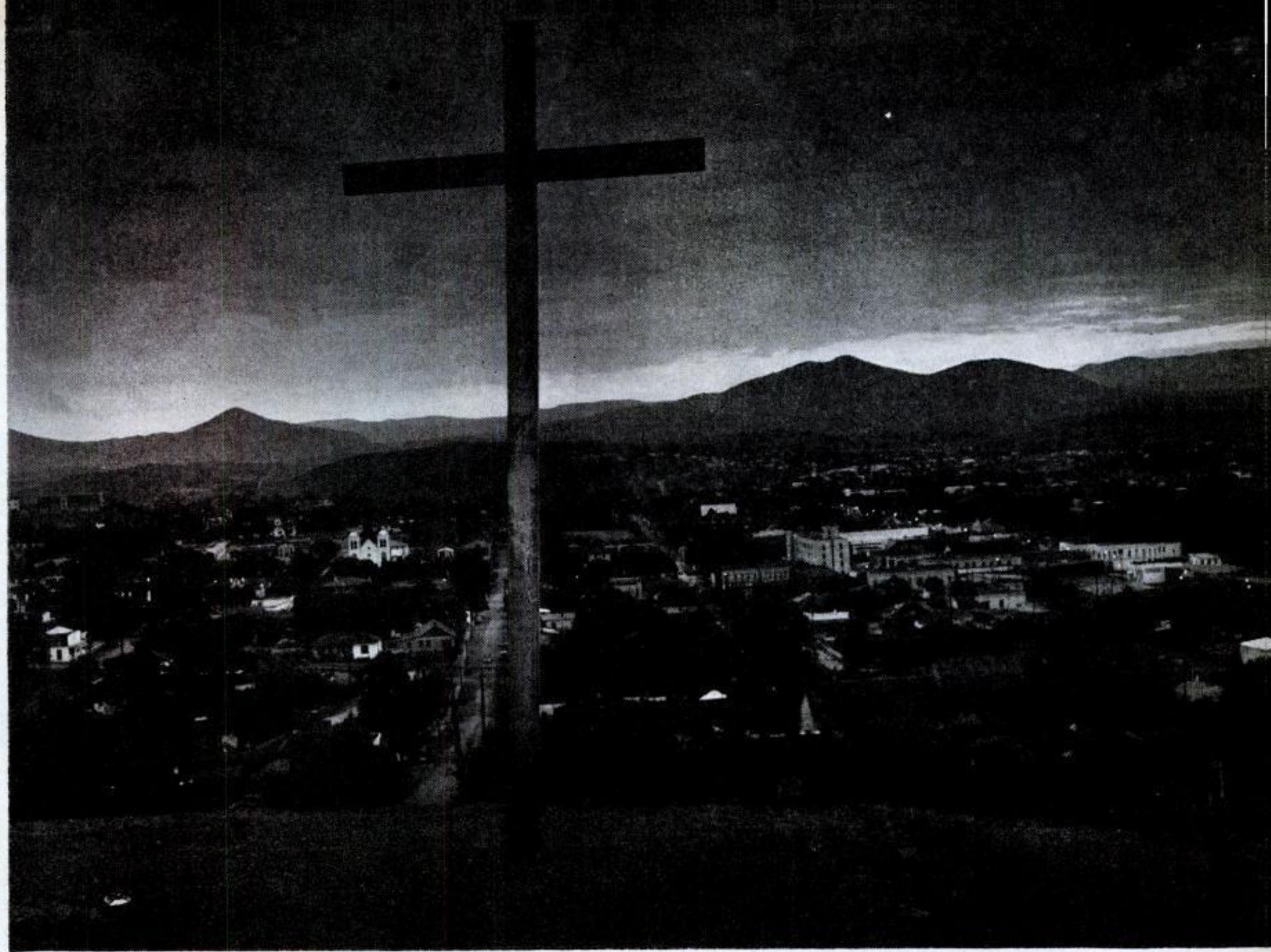


WITH FAMILIES AND FIANCEES Silver City guardsmen of Battery B line up at James Stadium

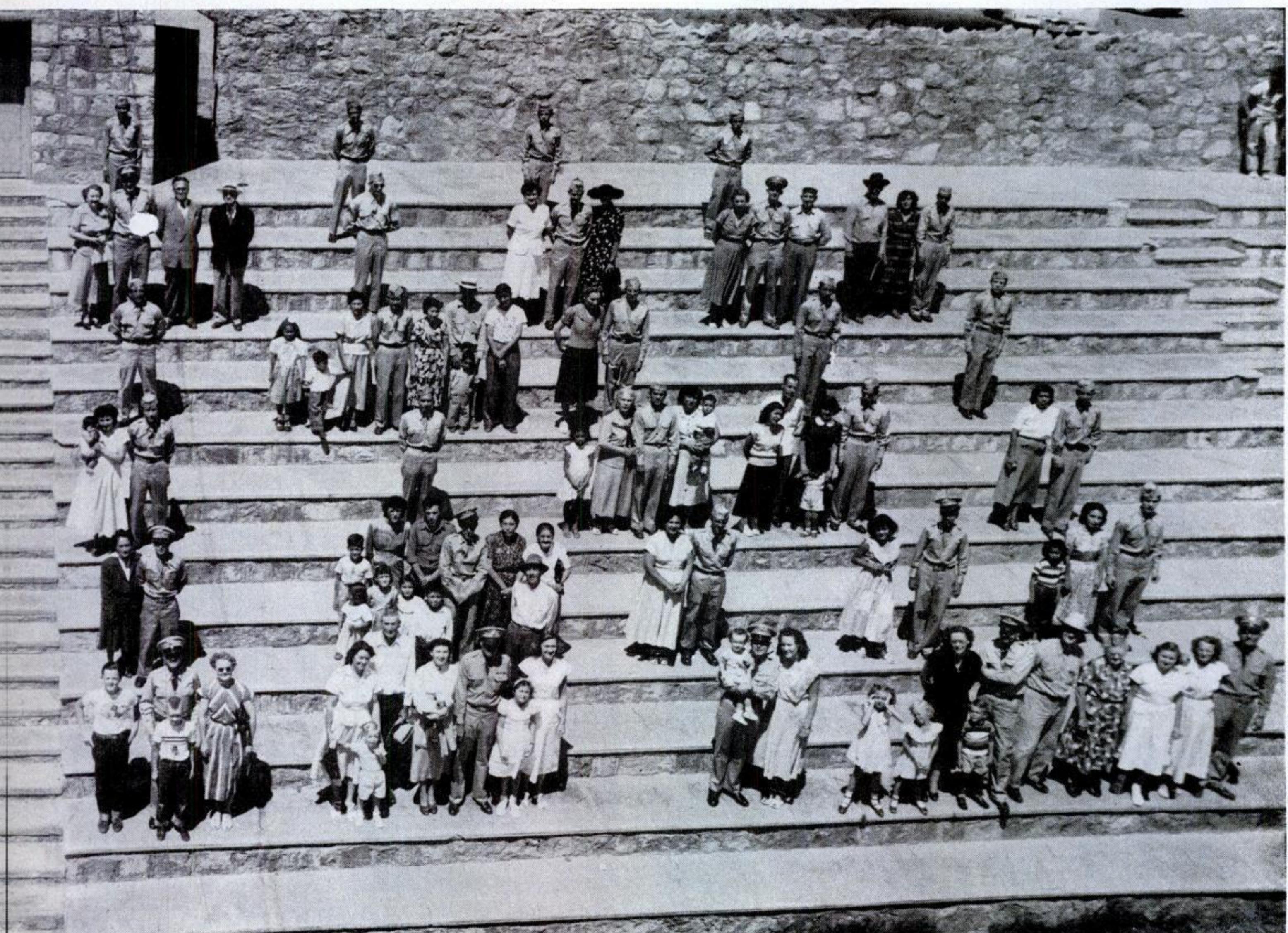
to show how many homes in town will lose their men-folk. The 47 guardsmen in this picture come from



Graef, Thomas Foy, who is now district attorney, and Nick Chintis, supervisor of Grant County schools. Just before dawn (above, right) street lights still burn



along Bullard Street in Silver City while pink sky lights up Black Range. Cross in foreground marks site of services held on Chihuahua Hill on religious holidays.



many walks of life: they include a butcher, a baker, three insurance salesmen, truck drivers, miners, stu-

dents and several unemployed. Rest of the battery is made up of men from outlying ranches and nearby

towns. Other men joined the battery after the orders came, and more will be recruited before unit leaves.

THE TOWN ENJOYS ITS LAST POIGNANT DAYS OF PEACETIME LIVING



DRUGGIST Bob Jackson raises flag on main street at 8 a.m. He bought flagpole while son was on Bataan and kept up ritual after son came home.



COLLEGIAN Glenn ("Punchy") Painter (left) tells recruit about Korea, where he served as MP at close of World War II. He is now a sergeant.



PRIVATE Alfredo Barraza, 16, undresses to change for drill in locker room. His brother Manuel was the first local boy to be killed in Korea.



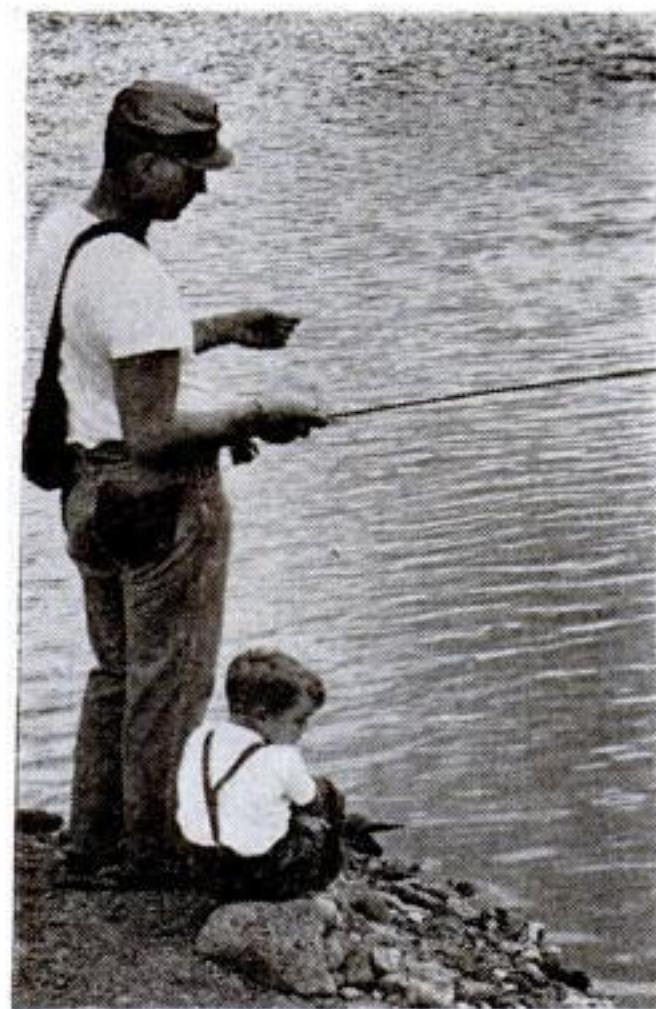
TWO GUARDSMEN talk in a gas station with Hamp Cooper (right), who is not going. He promises them he will look after their girl friends.



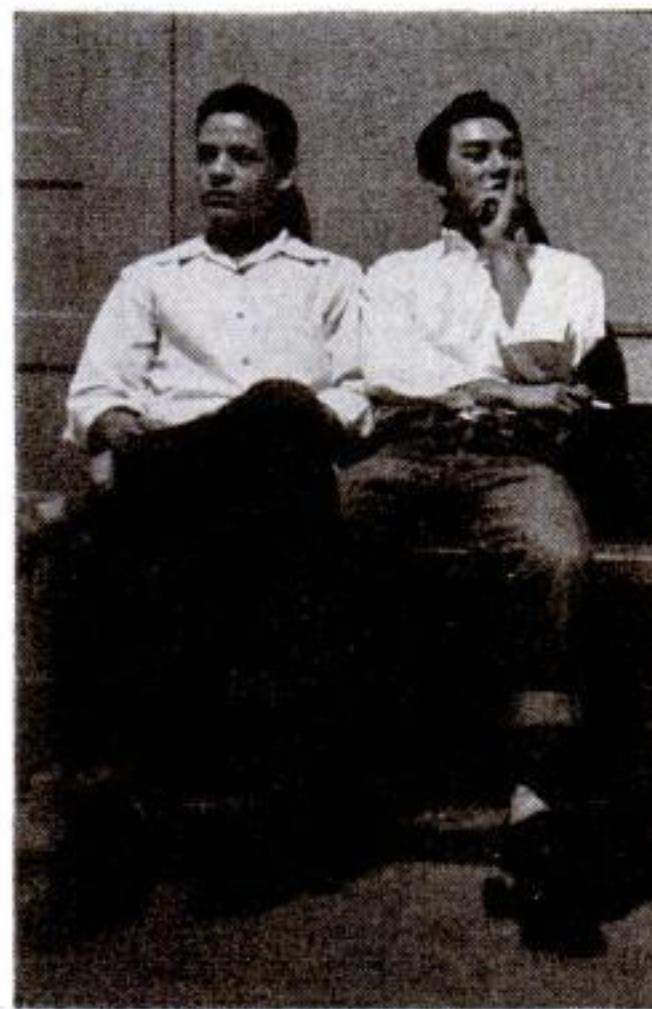
ON ARMORY STEPS battery members talk about where battery may wind up. Silver City men left same armory in 1916 to chase Mexican bandit Pancho Villa.



ON HOOKER RANCH Don and Joe Hooker Jr. ride with father (center) before leaving with battery. Their father will have to handle his 38,400 acres alone.



OUT FISHING for trout near Silver City, Warrant Officer Dale Drummond, an infantry veteran, has one of last outings with 4-year-old son Pat.



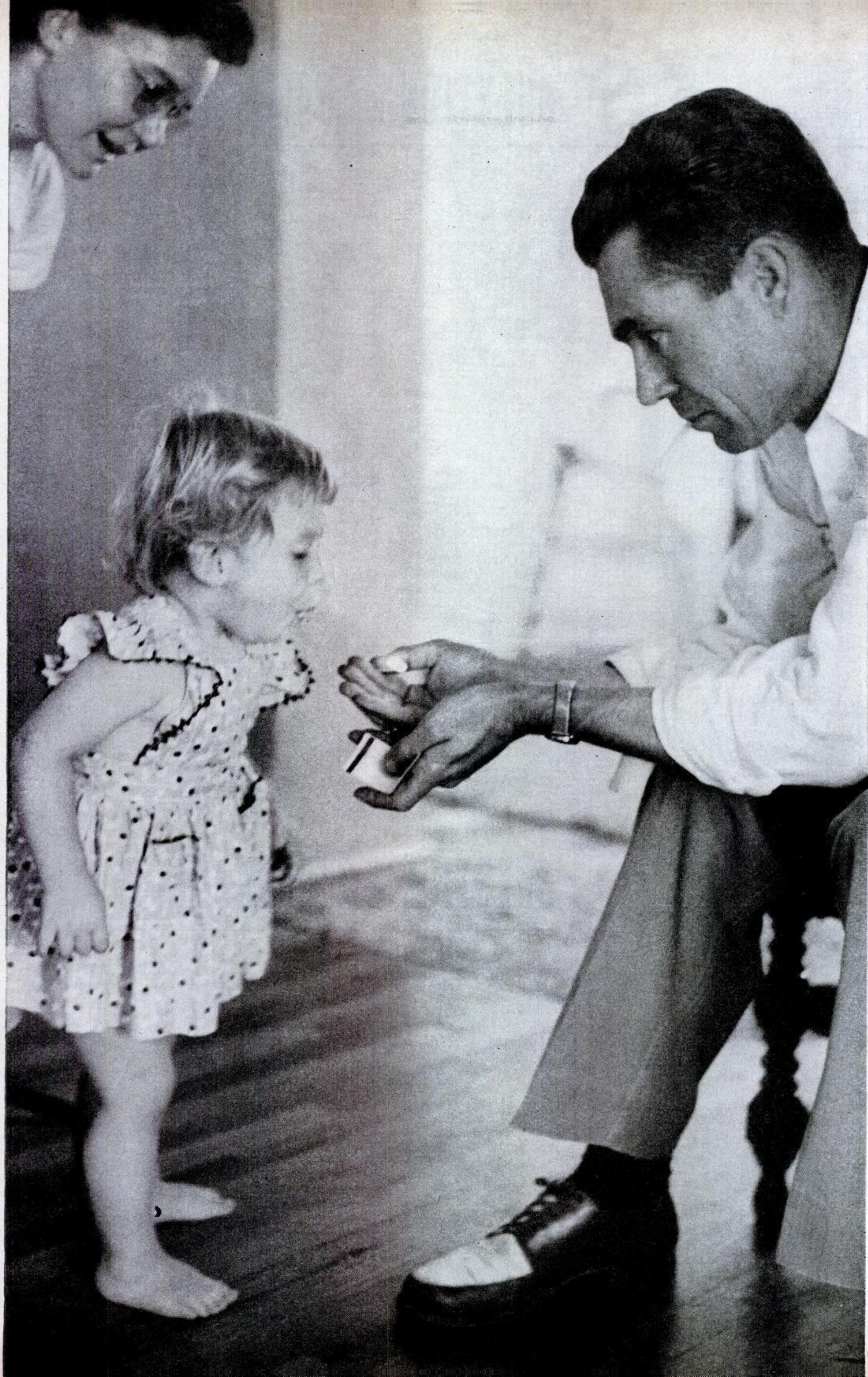
AT SKATING RINK Pvt. Macario Barrego (right) and a friend take time out for smoke. The roller rink is one of the town's chief recreation spots.



IN CHURCH PEW Mrs. Atanacia Espinosa fingers rosary and prays for the safety of her son Julian, who is a sergeant in the Silver City battery.



ON WAY TO SCHOOL, where he is a summer student, Corporal Don Ridgle greets a girl friend. He is disappointed about having to quit school.



QUESTIONS FROM KOREA



WHAT AUSTRALIA THINKS OF US

Last week Great Britain, Australia, New Zealand, Turkey and Thailand decided to send ground troops to Korea. An indication of the powerful force of public opinion behind this decision is found in the following quotations from an editorial in the Sydney Daily Telegraph:

If the gentlemen in Canberra have the vaguest idea of this nation's best interest, they will announce that Australia will support the hard-pressed Americans in Korea with a division of land troops and more fighting planes. The reasons should be obvious to every Australian who remembers how we felt in 1941 when this country lay wide open to invasion. If the Americans are swept out of Korea and Formosa, the Russian front will be triumphant throughout Asia. Whatever friends we have still on the Asiatic continent will desert us. Then Australia will be far out on a lonely limb.

What saved us from battle on our soil and conquest in the last war except American help? Can we expect similar help again if we let the Koreans murder Americans in another Dunkirk without doing everything we can? The Americans are closely watching all the peoples who have given flowery lip service to the U.N. and have received in return generous U.S. aid. If they sit on the sidelines now, while Americans die in an outnumbered struggle, many American people will argue that they would be wiser to spend their money on themselves and let the rest of the world sink. That might be a foolish, emotional reaction, but it would be understandable.

We are told that some British people enjoy the spectacle of Americans fighting while Britain for once is at peace. That is a stupid satisfaction. For only one thing keeps Britain or any of us at peace at this moment and that is Russia's fear of American industrial strength backing up a solid British-American front. They would have their happiest day of all time at the Kremlin if the Korean struggle ended with Americans feeling that Britain and her dominions had let Americans down. For that would damage the only military and political combination which may draw a line to Russian ambitions. To forestall this blow we and the rest of the British Commonwealth must give as generously as we expect Americans to give when we are in difficulties. This is a moment for action which counts only the needs of our friend.

Korea was a stone thrown into the world's consciousness. The widening ripples wet many a smug assumption with new question marks. Wrong answers meant slavery—no less—for all the world, including the people of the U.S. who were told (somewhat to their surprise) to stand up and answer.

The Korean ripple ran south to Formosa (p. 82). Did it matter any more whether Chiang Kai-shek was George Washington (which he was not) or Al Capone (which he was not)? What mattered was that across the water lived Chinese who could fight at least as well as North Koreans. What mattered was that Chiang was the Chinese who had stood longest and firmest against the Communists. Since Korea, the Americans who had dragged down Chiang seemed monstrously silly, like men who had been conducting a spelling bee in a slaughterhouse. What mattered was that the U.S. had better get the Chinese back on its side.

As to Indo-China, Americans had an old question: was colonialism right? Korea asked it in a new way: if the French got out of their unprofitable colony, what was to prevent it from falling into the hands of Communist Ho Chi Minh's gangsters? And the Indo-Chinese, it was wise to assume, could also fight as well as North Koreans.

So there was the Far East, where the U.S. could give the right or wrong answer on which the issue of freedom or slavery depended.

Next was India, whose Nehru is a non-Communist who is still fighting an imperialism that was four fifths dead when he was young—and is all dead now. His efforts to bring about a settlement should be regarded with no more respect than most of us gave to Big Bill Thompson's pledge to "crack King George in the snoot." The people of India, including Nehru, will see how little sense or substance is left in "anti-imperialism" if the U.S. begins to give right answers in the areas to the east of India.

The Korean ripples lapped Europe too. Britain stepped promptly up into line with the U.S. The British, after all, know what it means to bear the responsibility for world order. They don't bear it any more, but they will give a loyal hand to the nation that does.

In Continental cafes you could hear anything you wanted: for instance, that the Americans were so shockingly weak that the Europeans were fools to have trusted the Americans to defend them. But what mattered was that Korea had done more to speed up European rearmament than Churchill's speeches and Hoffman's millions.

The Korean question mark stood out most sharply in Germany. If the Kremlin's Nordic North Koreans and the Red army seize Berlin (which is easier than Seoul), then what? Somehow both the Kremlin and the U.S. know that if the Nordic North Koreans take Berlin the atomic fission is in the fire and the devil take the hindmost in A-bomb stock piles—the hindmost not being the U.S.

Nor is Berlin the only spot for which the U.S. would go to all-out war. Eventually, asks Korea, why not now? Why not "let 'em fry" in atomic blasts?

The time and the circumstances may come when there is no answer to that dreadful "why not?" But not yet. The U.S. and its friends are still on the heavier side of the power scale if they can make their power felt—in Korea, in Formosa, in Berlin, in all the dirty little wars with which the people responsible for world order are always charged.

Making radioactive rubble out of Magnitogorsk and Moscow will not eliminate the necessity of fighting the dirty little wars. More difficult and demanding, perhaps, are the obligations of understanding and teaching that come with the U.S. position of world leadership. A-bombs or not, there is still the business of bringing order and security to Korea, China and to all the people beyond Eboli, where (they say) Christ stopped.

QUESTIONS FOR WASHINGTON

So we had one Korea and could get either an all-out war or more Koreas in a hurry.

That much being obvious, some Americans immediately cried for all-out mobilization: priorities, price controls, rationing. The most respected voice raised was that of wise old Elder Statesman Bernard M. Baruch. Of mobilization he said, in effect, what less wise men said about dropping atomic bombs on Russia: eventually, why not now?

Maybe Baruch was right. But the issue was worth a hard look. Washington had to ask: was it true that proclaiming all-out economic mobilization was the best way to speed up the production of weapons? It had not done so in 1941, when the phrase "priorities disemployment" had to be invented to describe what happened when some industries were forced to shut down before war orders could absorb the men and materials.

Conceivably the Kremlin would love to see the U.S. abandon its efficient free enterprise system, adopt controls and settle

down to 15 years of "all-out mobilization."

Also conceivably, the U.S. could stay relaxed, unbuttoned and immobilized to the point where it was always a war or two behind. In the Washington air last week was a weird sense of irrelevance. Chief of Staff Omar Bradley, for instance, was worrying about the repercussions from calling the National Guard of a state where there is a close political fight this fall. This was a sure sign of Washington's failure to face the implications of the Korean war.

The National Guard divisions ought to be called up in the order of their fitness, and the war orders to U.S. industry ought to flow out as fast as they can be written. If and when the pressure of orders makes all-out controls necessary, the U.S. will get—and gladly accept—a war economy. Meanwhile the point is to start preparing at a pace adequate to defend the U.S. against all the North Koreas that may be coming at it from China, Indo-China, Iran, Germany—and Russia.



GI'S BEST FRIEND, THE NEW SUPERBAZOOKA, IS FIRED IN ANGER

These U.S. infantrymen in Korea are blasting at an enemy tank with the weapon that has proved itself the soldier's best friend in this war. It is the new 3.5-inch recoilless rocket launcher, the "superbazooka" which in its first battle test, at Taejon, knocked out all the first seven of an approaching force of Communist heavy tanks. It was not present in enough numbers to win the day, but as more are rushed to the front

it may be a big factor in hurling back the Red drive. A soldier with the new bazooka, a larger version of a World War II weapon, looks something like a kid lugging a five-foot stovepipe for his backyard clubhouse. Made of aluminum, it weighs only 15 pounds, lifts easily to your shoulder. To aim you use a small eyepiece at one side. Your loader—bazooka men work in teams—rams a 8.5-pound rocket into the

back of the "stovepipe" and connects it with a little spring. He ducks. You fire by pulling a trigger. There is a mighty whoosh. At point-blank range, the hollow-ended war head, boring in with tremendous pressure, can penetrate up to 11 inches of armor. The rocket rips and burns its way through the enemy tank, pushes chunks of hot armor ahead of it, which ricochet around the interior like all the hornets of hell.



FIRING AT SNIPERS IN VILLAGE, THE TANK'S GUN (LOWER RIGHT) SETS THATCHED ROOFS AFIRE

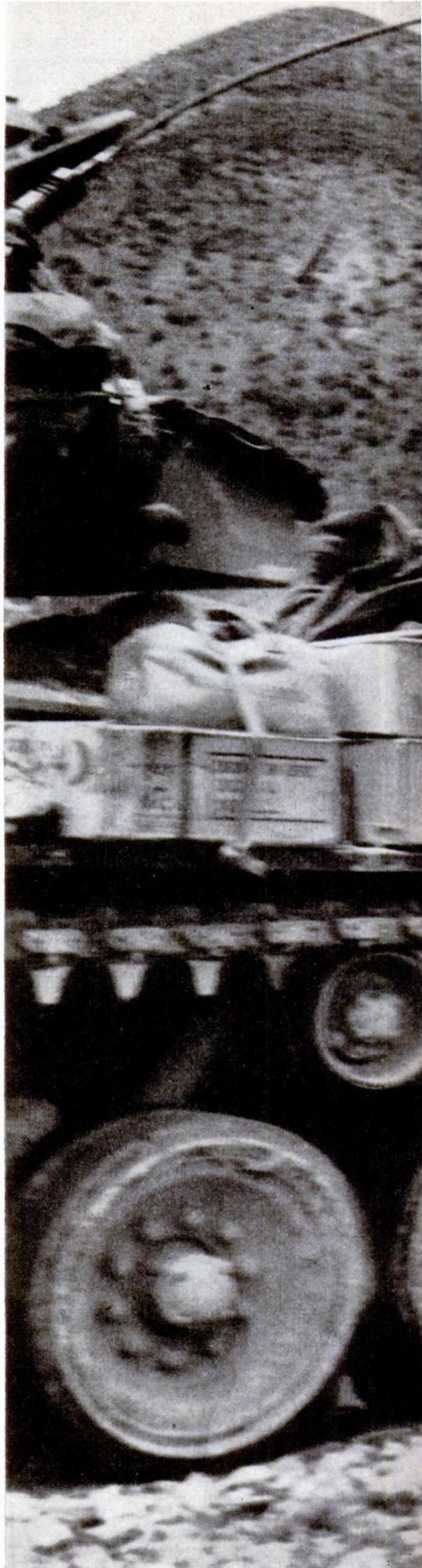
"AGILE ANNIE" GETS INTO TROUBLE

The Americans were still retreating in Korea, but it wasn't because soldiers like the crew of the "Agile Annie" weren't in there pitching. International News Photos' Charles D. Rosecrans Jr. was there on July 21 when this light tank pressed toward a village in the Yongdong sector, where U.S. troops have fought a bitter delaying action. Firing at snipers, the tank's 75-mm. gun hit several houses (above). But

accurate mortar fire soon kicked up the white dust of the road and disabled Annie's guns as she tried to escape (right). The crew, led by Lieut. Robert Freeman of Watertown, N.Y., the tank commander, hit the road (below), and moved on under continuing North Korean fire. The crew eventually had to retire, along with Photographer Rosecrans, who brought out this on-the-spot report of fighting men under fire.



FORCED OUT OF TANK, MEMBERS OF THE CREW REMAIN UNDER FIRE AS THEY HOP ALONG THE ROAD





ANSWERING THE TANK'S FIRE, A NORTH KOREAN MORTAR GETS IN AN EFFECTIVE BURST WHILE "AGILE ANNIE'S" TREADS CHURN UP THE ROAD BEHIND HER



SHAFTS OF SUNLIGHT stream down as the coffin is carried by Mounties past servicemen in Toronto station en route to cemetery for burial in family plot.



LONG SHADOWS are cast by a double line of honorary pallbearers, including 14 cabinet ministers, who follow hearse to church for state funeral in Ottawa.

THE CANADIANS MOURN

State funeral honors Mackenzie King, dead at 75

In Canada last week all political parties closed ranks to mourn the man who for almost a generation kept them from splitting too far apart. William Lyon Mackenzie King never thought he would become a politician; he started out as a journalist, switched to teaching, then took a position in Canada's new Labor Department in 1908 and never was out of politics again. He became minister of labor, leader of the Liberal party, and in 1921 a Liberal election victory made him prime minister. From then until he retired in 1948, he led Canada's government off and on for a total of 21 years and five months—a record unequaled in the British Commonwealth. Under King, who had a genius for effecting compromises between the dominant English and the French-Canadian minority, the dominion emerged from subordinate status and became a completely self-governing nation. Two weeks ago he died at 75. After a state funeral in Ottawa, his body was taken to Toronto for burial. Said King's successor, Prime Minister Louis St. Laurent, "Our country has lost its wisest counselor."



SUCCESSOR, Louis St. Laurent, a King protégé, stands beside casket.



PALLBEARERS: Gen. McNaughton (left), Paul Tasse, King's barber.



FLYING CHAIRS hurtle toward mounted policeman as he rides, sword drawn, toward Brussels rioters. This was one of the many anti-Leopold riots last week.

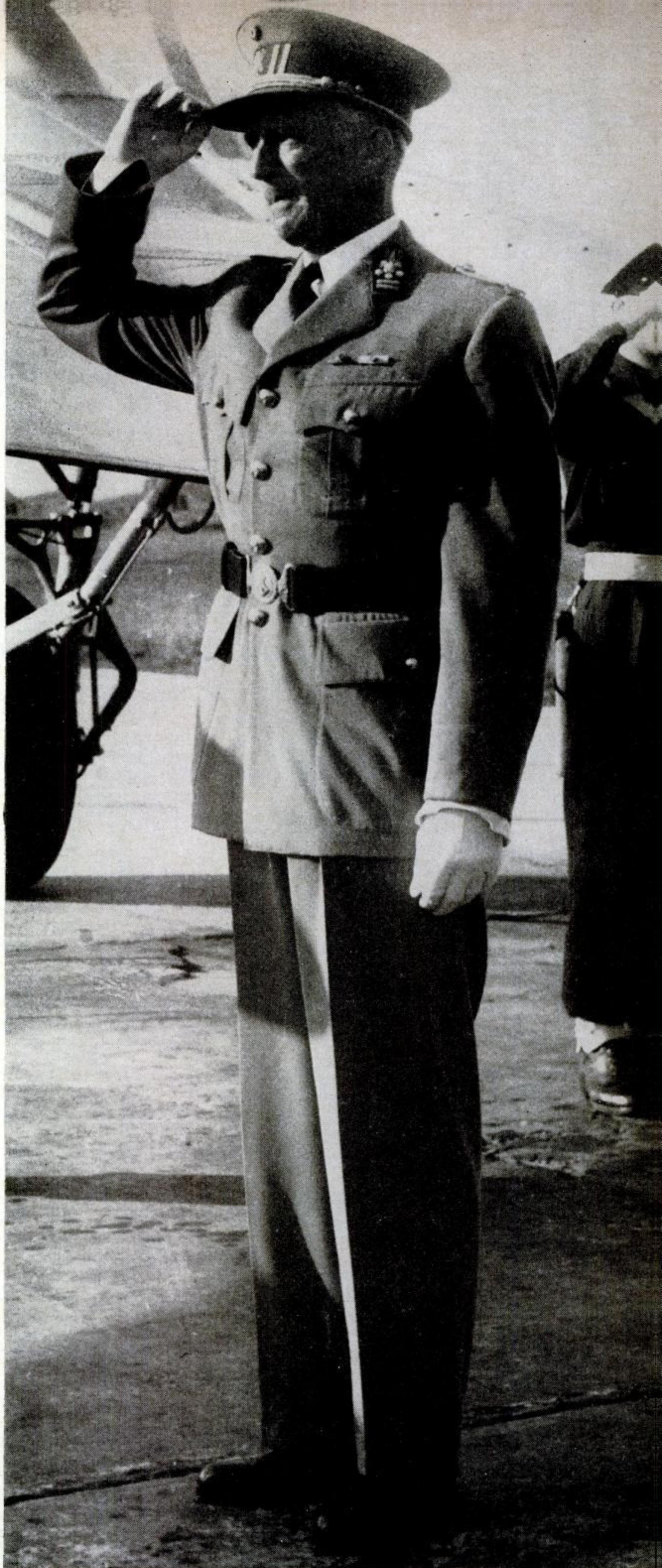
THE BELGIANS QUARREL

Rioting greets Leopold's return to shaky throne

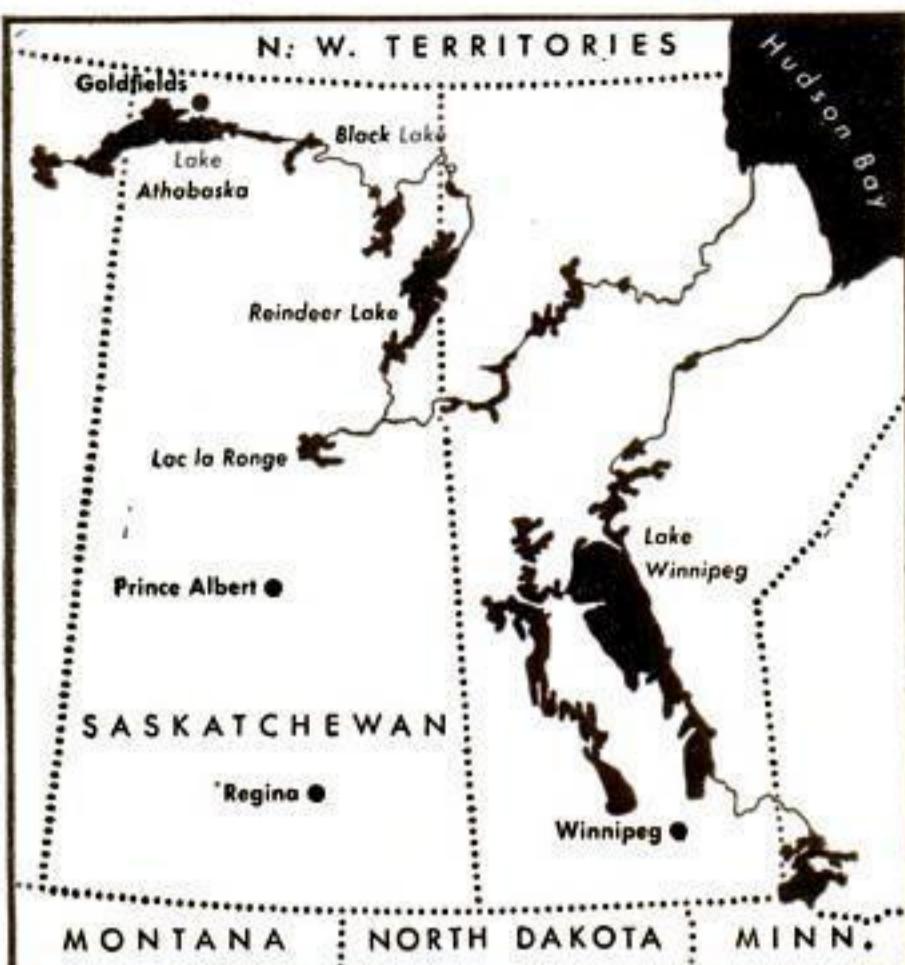
In Belgium last week there was no talk of unity. The man who made unity impossible, King Leopold III, was back on his throne after a six-year exile. His return was favored by a 57% majority in a plebiscite last March, but the large anti-Leopold minority did not intend to yield easily. Socialist leader and ex-Premier Paul-Henri Spaak had warned the king's return would bring disturbances "which will tear Belgium apart." Then he and his party walked out of Parliament, and Spaak kept walking all over Brussels to lead demonstrations. But on July 22 the king returned, landing at Brussels under heavy guard after a flight from Geneva. The disturbances began quickly. There was street rioting in Brussels. Liège, Charleroi and Mons were paralyzed by strikes; a state of siege was declared in Liège last Saturday. Belgian workers, who hate Leopold for his refusal to continue the war against Hitler in 1940 and for his marriage to a commoner, apparently hoped to force him to abdicate in favor of his son Prince Baudouin. But Leopold showed every indication of wanting the throne for himself.



CHEERING SUPPORTERS of king press forward at his palace on day of return. He is favored by Flemish Catholics, opposed by French-speaking Walloons.



BITING LIP, King Leopold gives way to emotion as he salutes military guard after landing in Brussels. Arrival was timed for early morning to avoid crowds.



URANIUM AREA is around Lake Athabasca and Black Lake, also extends south as far as Lac la Ronge.

"STARVATION ISLAND"

Uranium prospectors in Canada flee camp when they run out of food

On a scrubby little island in the lakes' wilderness of Saskatchewan, two uranium prospectors, Steve and Frank Haydukewich, were getting very hungry and feeling very forgotten. The bush pilot who was supposed to supply them with food was a month late. There was nothing to eat but fish; they called the place "Starvation Island." Finally, on July 18, they gave up and set out for Lac la Ronge in a canoe. Twelve hours later their boss, James Parres, managing director of Dee Explorations, Ltd., flew into the area to pick up mineral samples. At the deserted camp, in a tin can marked by a white flag, he found a note (*below*) left by the men. Then he took off to intercept them (*right*) and get them back on the job.

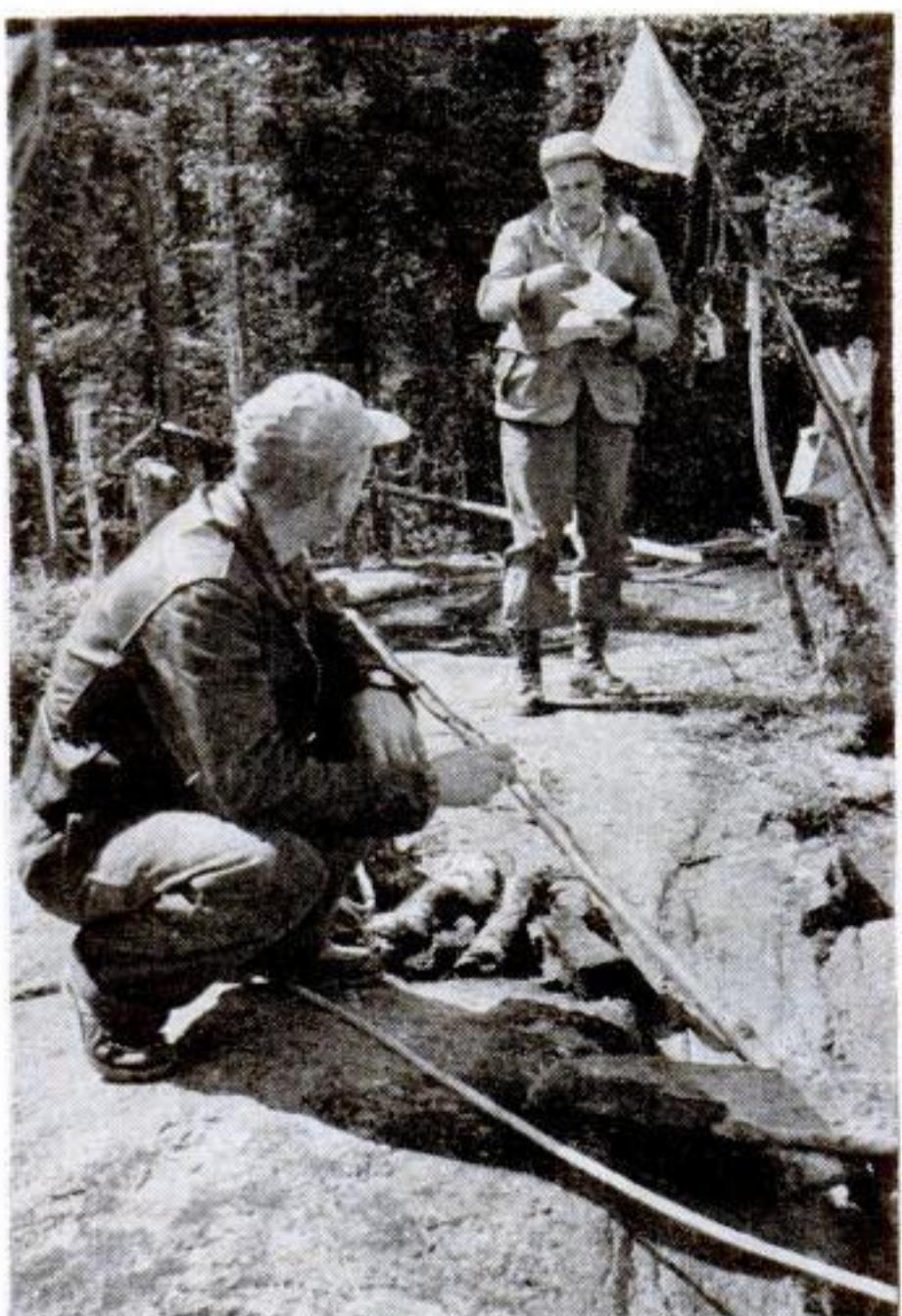
The primitive existence of the Haydukewich brothers is shared by some 300 prospectors in

a 100,000-square-mile area. Most of them are grubstaked by the provincial government although a few companies like Dee Explorations have their own prospectors. Using Geiger counters, they try to locate the uranium, which is then mined by the government or by private firms and used to make explosive plutonium and U-235. Even if they can get to the town of Goldfields, hub of the uranium hunt (*map, above*), they find little to do. There are no dancing girls, no saloons. But sometimes the rainbow does have a pot of uranium at the end. Six weeks ago two prospectors hit a vein for which they have been offered \$150,000, plus 10% of the stock in their claim. In the U.S. a major uranium discovery, in territory previously untapped, would be worth an additional \$10,000 government bounty. But Canadian tappers are not complaining.

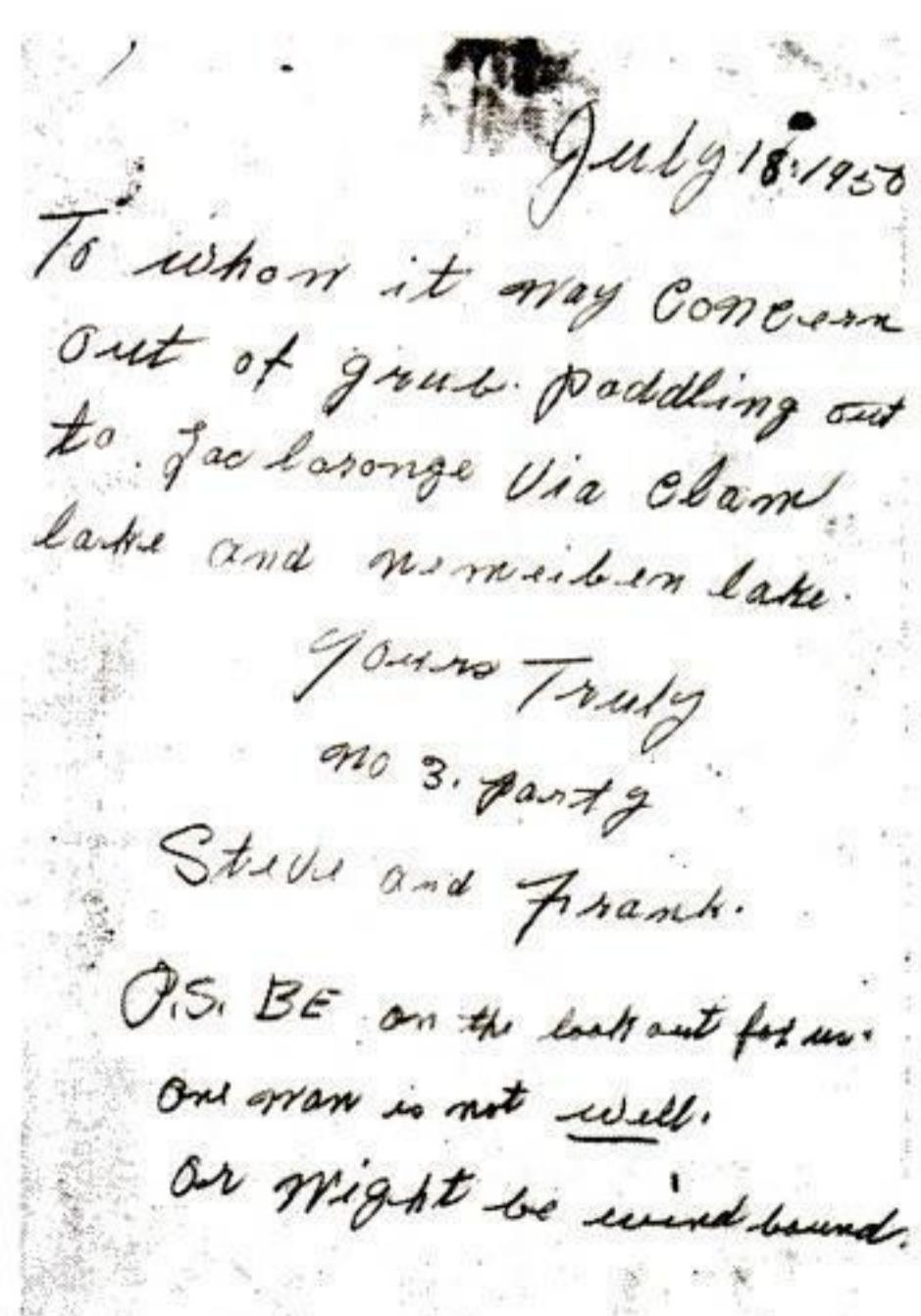


CANOE IS SIGHTED (center) from Parres' plane a half hour after plane left camp. The Haydukewich

ARMS AKIMBO, THE BROTHERS ARE ANGRY AND



NOTE IS FOUND by Parres (background) after he and pilot landed to see two of firm's prospectors.

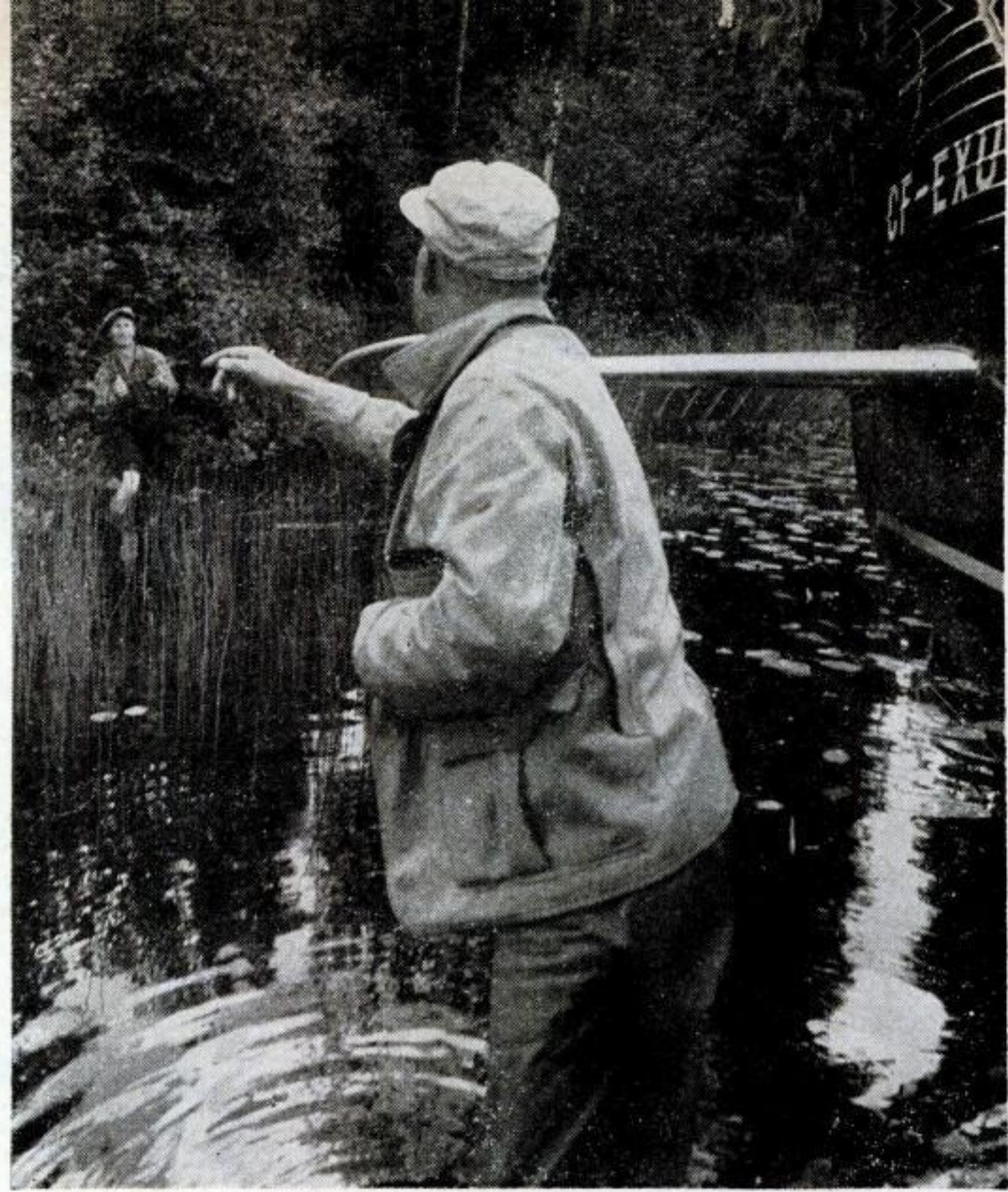


THIS IS THE NOTE. The men had been living on fish and berries for 19 days. Air search followed (*top*).

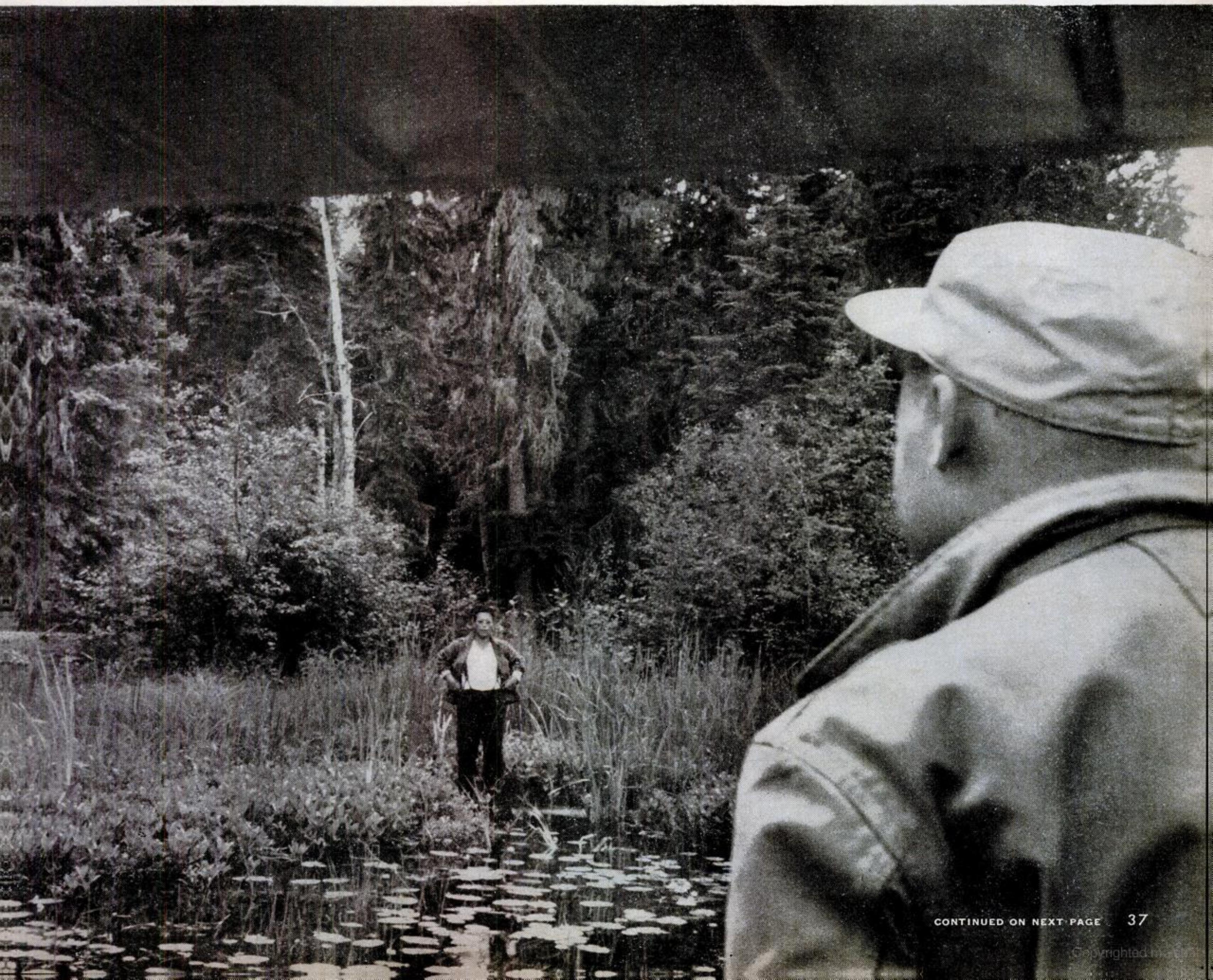


brothers had been menaced by bears, which stole some of their food. When sighted they beached canoe, hiked through brush toward plane, which landed in water.

DESPAIRING AS THEY ARE TOLD PLANE CANNOT TAKE THEM. PARRES GOT THEM TO PADDLE BACK TO CAMP. ANOTHER PLANE WAS SENT OUT WITH FOOD



A CANDY BAR is the best Parres can do for the hungry men. It was the only food in the plane; rest had been left at "Starvation Island" to lighten the load.



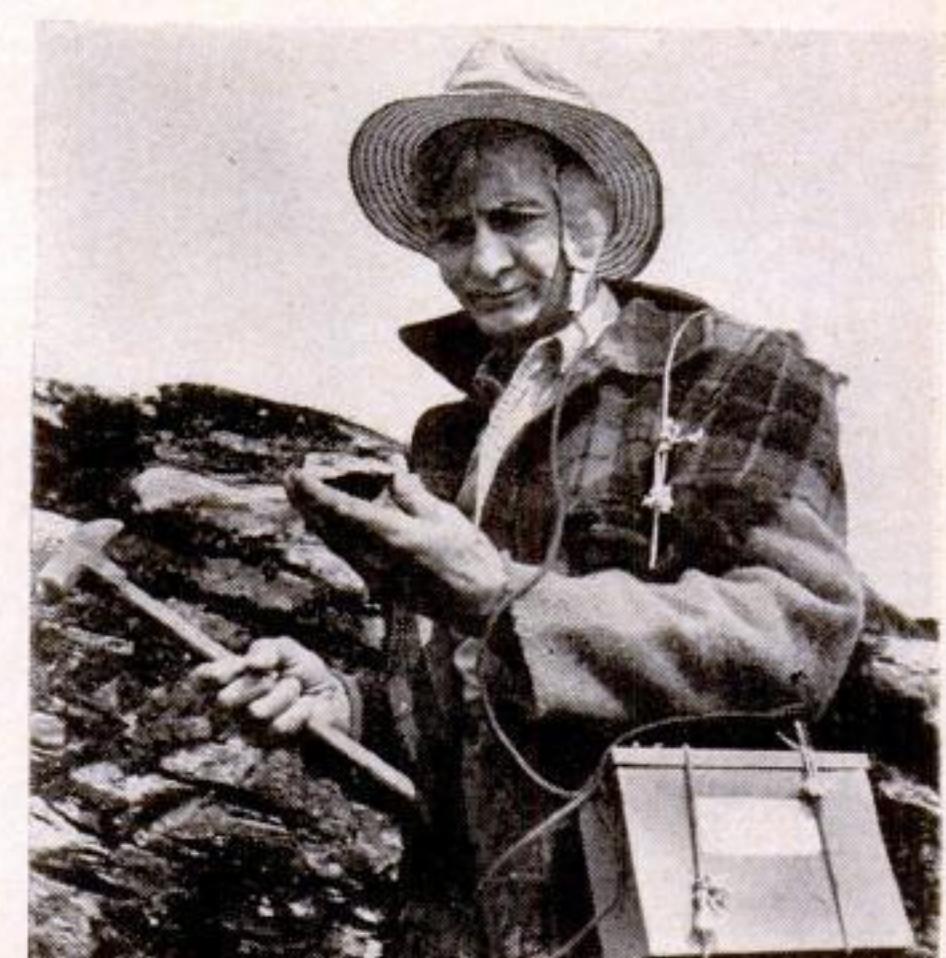
Uranium Rush CONTINUED



NEW TYPE of prospector is Student Philip Noonan, 22, shown listening to modern Geiger counter.



LONE TYPE, Bert Lien, 46, has no partner, cuts his own hair with the aid of small mirror on a tree.



OLD TYPE of sourdough like Clarence Cody, 70, is fast dying out. Cody's Geiger counter is homemade.

RESTAURANT EMPLOYEE ESTHER BLOOMSTRAND, 17, ONE OF FEW GIRLS IN TOWN OF GOLDFIELDS, DRAWS ADMIRING STARES ON HER WAY HOME FROM WORK



For your ONE HOT DISH with cool summer meals...

HAVE

SOUP FOR LUNCH



SOUP AND SALAD

Campbell's Cream of Mushroom Soup

Extra-heavy whipping cream blended with fresh, tender, cultivated mushrooms!

Bread Sticks

Eggs Deviled with Ham

Orangeade



SOUP, SANDWICH AND DESSERT

Campbell's Tomato Soup

Red-ripe tomatoes . . . fine table butter . . . prepared to Campbell's famous recipe!

Tuna Fish Sandwich

Melon Balls

Iced Tea



SOUP AND DESSERT

Campbell's Chicken Noodle Soup

Golden egg noodles . . . tender pieces of chicken . . . mingled in gleaming broth!

Crackers

Huckleberry Pie

Milk

Stories of Famous Values

Donald Warren knew a value when he found it!

For \$35 He Bought An \$800 Collectors' Gem!

When Mr. Warren of New York City found this celestial globe at an estate sale, he wasn't fooled for a moment by the tarnish on the silver. He recognized it as an authentic English Regency

piece (circa 1830) and bought it at a bargain price. Fashioned of pure silver with blue enamel overlay...it would cost you over twenty times the purchase price to have it grace your home today!



If you know value, you'll agree...

at today's popular price, **HUNTER**, long famous as America's luxury blend, is an exceptional value in whiskey...with a superior flavor no one has been able to copy in ninety years!

Hunter-Wilson Distilling Co., Inc., Louisville, Ky. Blended Whiskey 86.8 Proof. 65% Grain Neutral Spirits.



SEQUEL



IN KOREA, FITCH GOT BATTLEFIELD FIRST AID



ON HOSPITAL PLANE FITCH (IN LOWER BERTH) SMILES DESPITE HEAVY CAST ON HIS WOUNDED ARM

WOUNDED GIs SHOWN IN "LIFE" ARE FLOWN HOME FROM KOREAN FRONT

Last week a huge C-97 transport lumbered to a stop at a California air base, and hospital attendants clustered around to remove the first load of battle-wounded soldiers to be flown home from Korea. Of the six patients they took off, three had already appeared in LIFE's pictures from the battlefield. One was Pvt. William Fitch, 19, of Chattaroy, W. Va., whom LIFE Photographer Carl Mydans had come across in Korea while Fitch's solicitous buddies looked over his wounds. Mydans photographed him, and the picture (above, left) appeared in LIFE's July 17 issue. When the hospital plane landed, Fitch was taken to a nearby Army hospital where, in the midst of other GIs standing

on crutches, calling up their parents or resting on their litters, he had his wounds inspected and his bandages changed. His medical report read: "Wound missiles in left arm and left flank; compound fracture, comminuted left humerus [shattered shoulder]." A member of the 24th Division, he had been wounded July 6, just two days after his two-year enlistment would have ended but for the Korean war. Said Bill Fitch, "We were dug in at an outpost—nine of us—south of Suwon. We were there for six days, setting up a defensive line about 200 yards ahead of the company. Machine guns and mortars opened up on us, but we stuck tight until somebody said they spotted three tanks. So we were

told to pull back. We were so far up in front that the damned enemy was somewhere in back of us. During the retreat somebody blew the bridge before we got to it, so we had to swim the goddam Krum [he meant Kum] River. We ran into artillery and machine-gun fire. Three ricochets hit me in the left side, tore it up a bit, and one bullet went through my arm, made a little bit of a hole. Must have been armor-piercing. It was too far to go back to the medics right away, so I reported the wounds the next day. They kidded me I'd be back to duty in 30 days." After a short wait in California, Fitch was flown on to a hospital at Hot Springs, Ark. for further treatment which will last several months.

CONTINUED ON NEXT PAGE

43

THIRSTY OR NOT

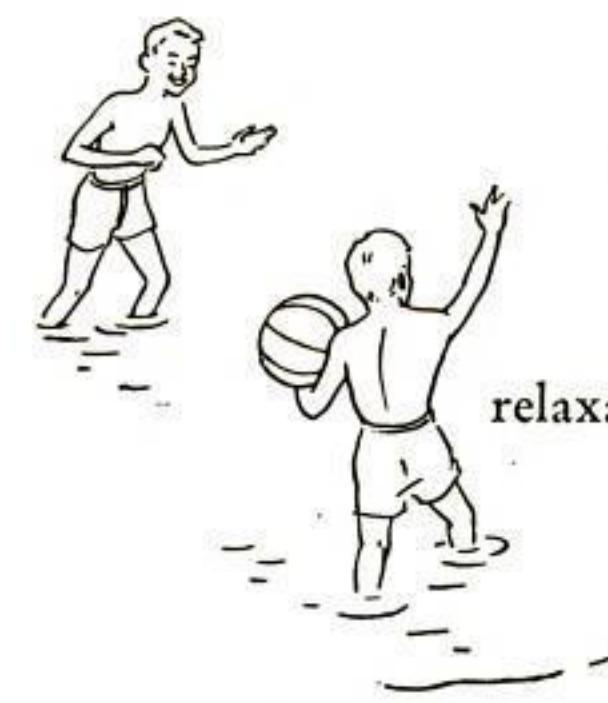
Enjoy



IMITATION GRAPE FLAVOR



The beach, to millions, symbolizes pleasure, leisure, relaxation. Taste these things in Grapette—pleasure, leisure, relaxation. Grapette deserves to be America's Thirsty Or Not Drink—and is. Drink one—understand why.



BUY A CARTON TODAY!



Grapette
REG. U.S. PAT. OFF.
SODA

IMITATION GRAPE FLAVOR

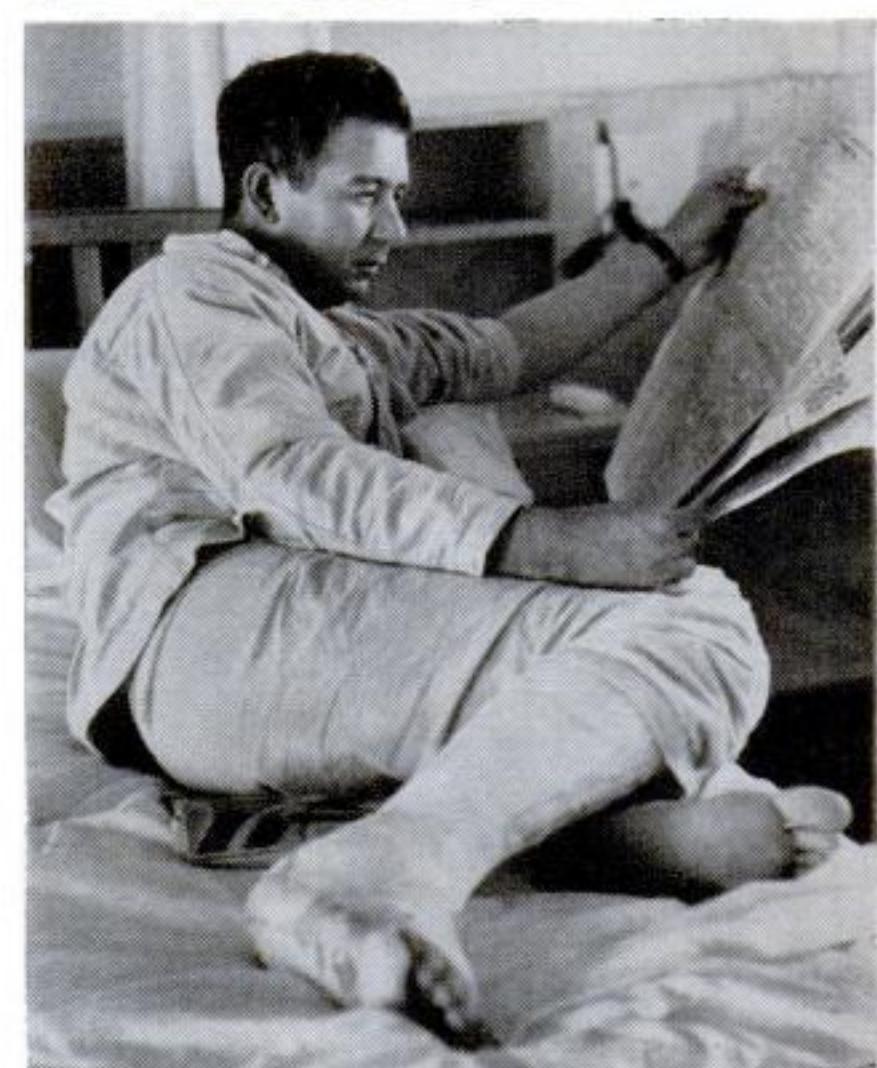
Takes less refrigerator space, but holds the same quantity as more than 50% of all soft drinks consumed.

THE GRAPETTE COMPANY, INC.
CAMDEN, ARKANSAS, U.S.A.

Wounded CONTINUED

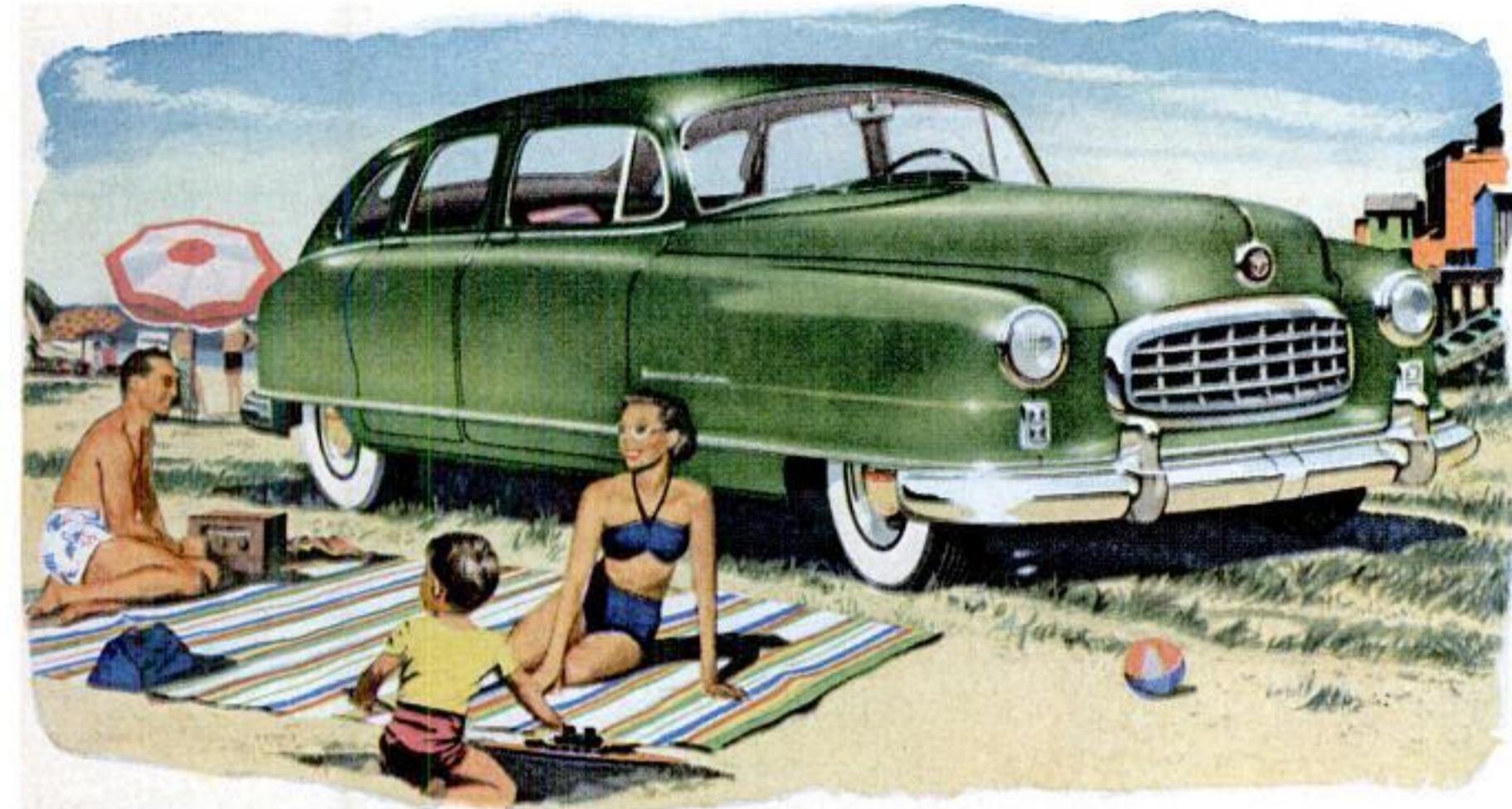


TOUGH, 30-year-old Sergeant First Class Thomas Corn was rushed into battle as a replacement from Japan. An infantry squad leader in the 24th Division, he had been at the front near Suwon four days when he was hit in the right foot by a rifle bullet. Carl Mydans photographed him for the July 17 issue of LIFE as he sat in a jeep getting first aid (right, above). Last week Sgt. Corn, whose home is in Avon, Ohio, rested in a California hospital, his broken foot in a cast (right). "We did pretty good," he said. "Got 20 of them for every one of us they got. But we couldn't kill enough to stop them."



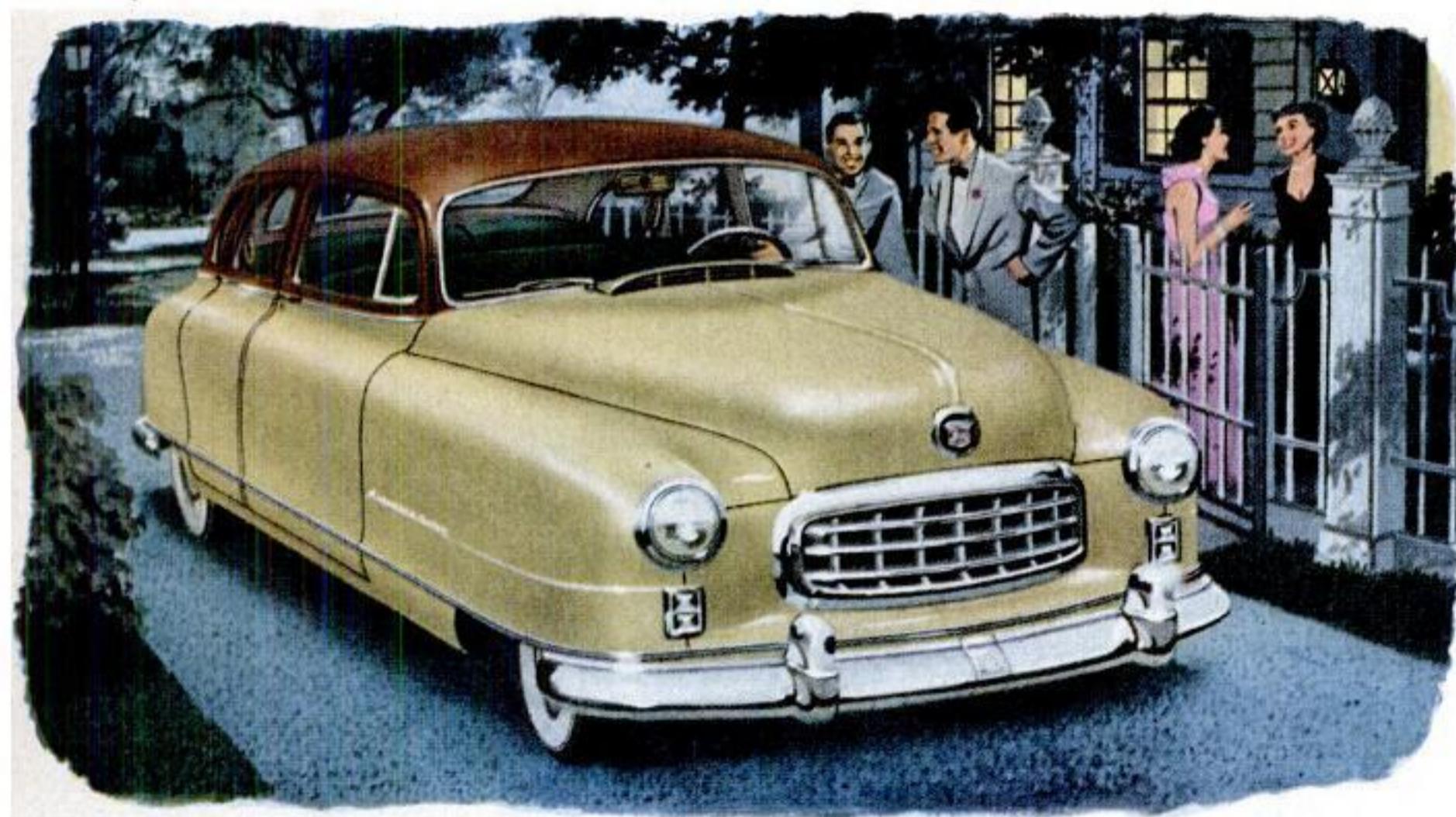
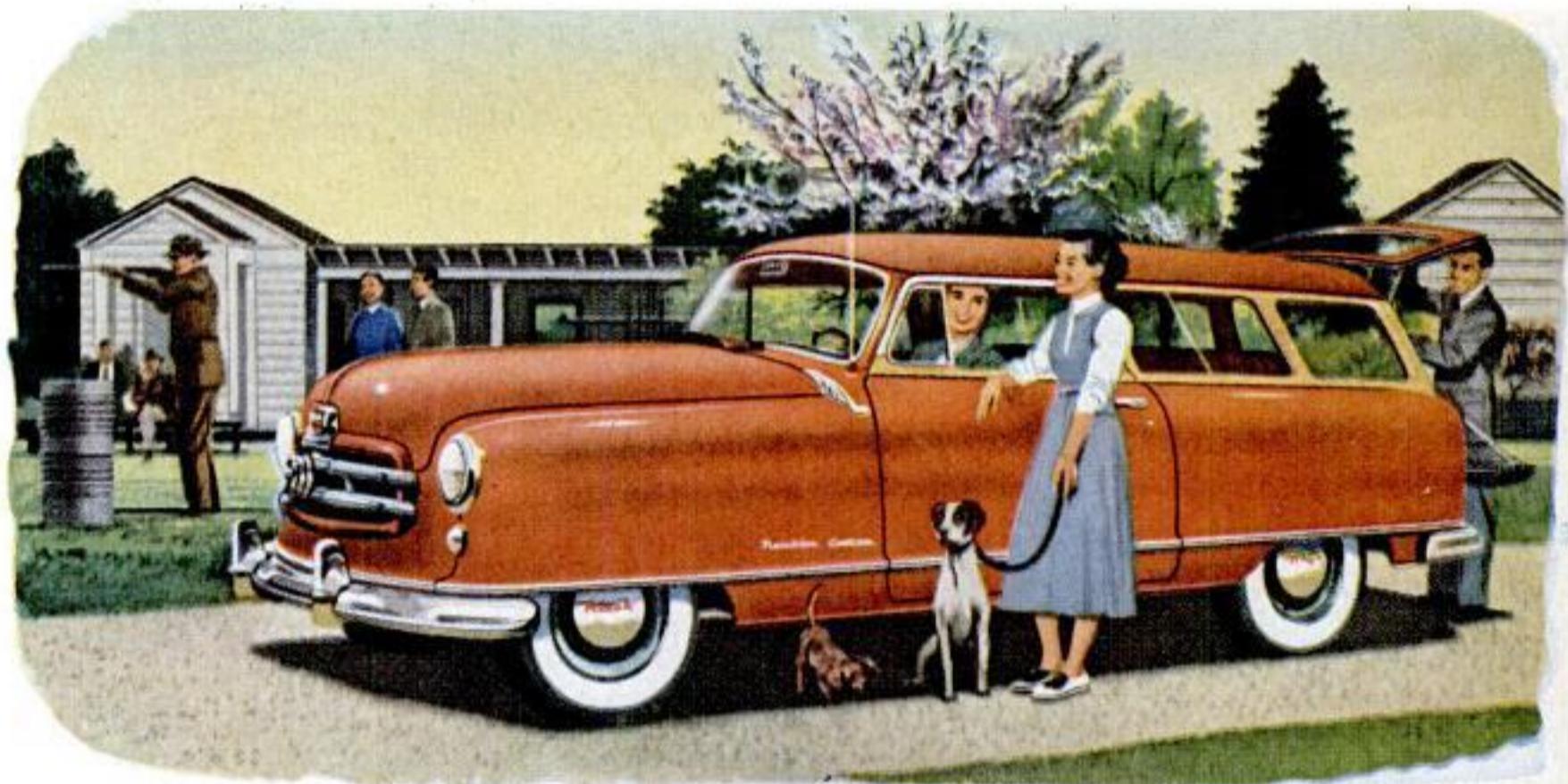
ADVERTISED
BY
AMERICAN
MEDICAL
ASSOCIATION
PUBLICATIONS

Be HAPPY with the car you buy



Can't miss!

No wonder the folks you see driving the brand-new *Nash Rambler Airflyte Station Wagon* look happy as larks—they are! This sleek, smart Rambler with advanced Airflyte Construction is practical as a clothespin—sophisticated as a diamond clip. Like the Rambler Convertible Sedan, this power-packed Airflyte (the nation's lowest-priced Custom Station Wagon) delivers up to 30 miles a gallon at average highway speed. And note the low price includes as standard equipment a fine radio, the Weather Eye Conditioned Air System, and altogether nearly \$300 worth of custom accessories, at no extra cost!



Sun fun!

You get so much more pleasure *out* of a Nash—because Nash builds so much more *into* it! This big *Nash Statesman Airflyte* has so much “living room” inside that the seats turn into Twin Beds in twenty seconds! And a luggage compartment that has more useful space than any you've ever seen! There's pressurized ventilation with the Weather Eye Conditioned Air System—and a host of convenience-features exclusive with Nash! All-welded Airflyte Construction makes the Airflyte safer, smoother-riding, easier to handle—and for all its size and room, this big car gets more than 25 miles to the gallon at average highway speed!

True luxury!

Here's everything you've dreamed of, in a truly fine car—the *Nash Ambassador Airflyte*. Super-Compression performance, with a great 7.3-to-1 Turbo-Head Engine at your command . . . Hydra-Matic Drive, if you desire it (with exclusive Selecto-Lift Starting) . . . the only 7-bearing, 100% counterbalanced crankshaft in a car costing less than \$10,000 . . . Twin Beds and Airliner Reclining Seat . . . Weather Eye . . . Airflyte Construction . . . coil springs on all four wheels . . . rich interior appointments.

Be happy with the car you drive—see all three great Airflytes: The Ambassador with Hydra-Matic Drive, The Statesman and The Rambler—at your famous-for-service Nash Dealer's!

Nash Airflyte

*There's Much of Tomorrow
In All Nash Does Today*

Nash Motors, Division Nash-Kelvinator Corporation, Detroit, Mich.

The Distinguished AMBASSADOR • The Popular STATESMAN • The Smart, New RAMBLER



The greatest joys are shared

There is great happiness in television...great happiness in the home where hearts are lifted by sharing family pleasures. And for those who would know the fullest measure of television enjoyment, and see its stirring pageant in thrilling clarity, Du Mont laboratories build television's finest instruments...the Du Mont receivers.

Everything a television set can be, everything it can offer is yours in a Du Mont. Consoles, combinations, table models.

*Du Mont built the first commercial home television receiver—
Du Mont builds the finest.*

DU MONT

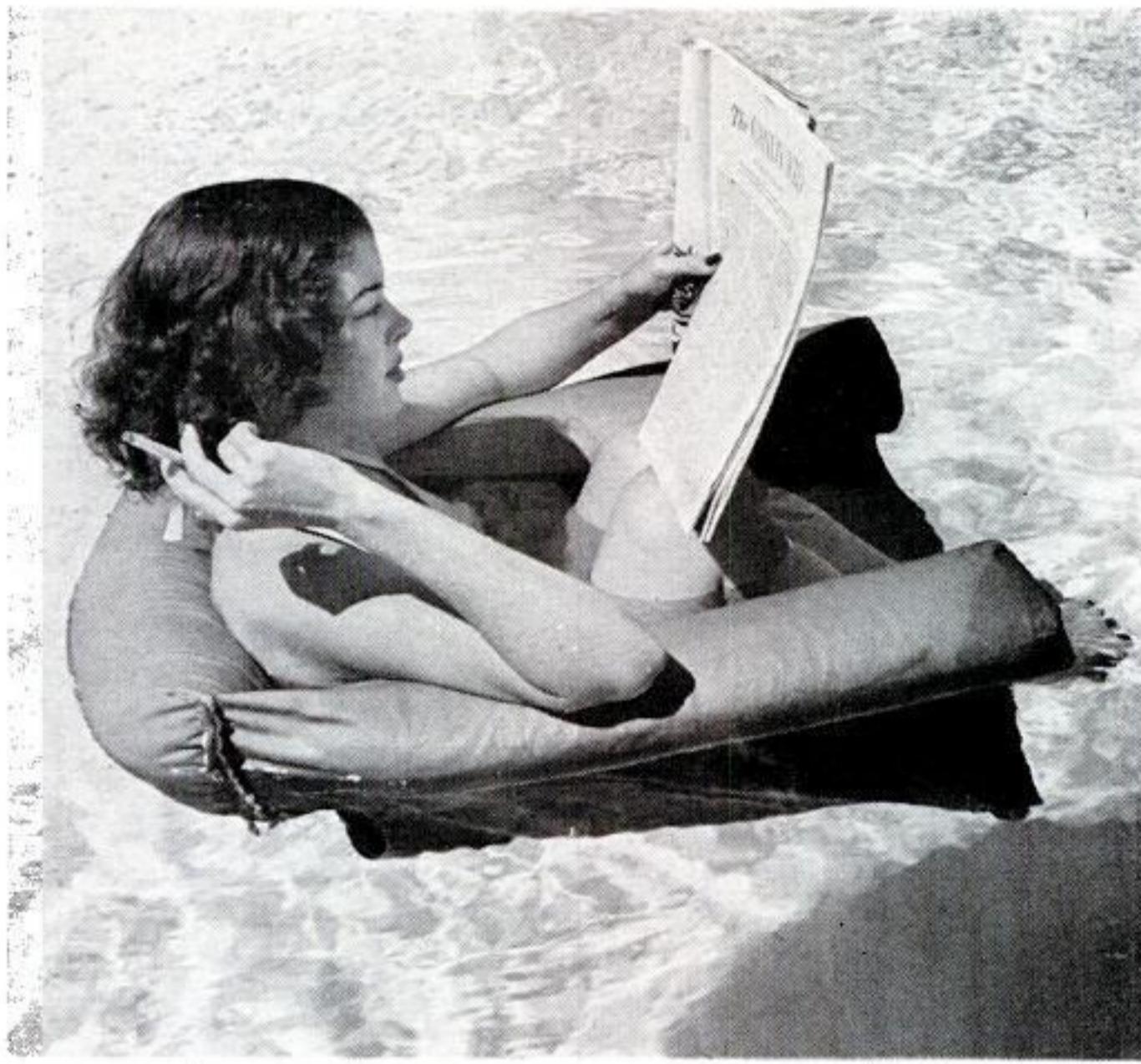
First with the finest in Television

Your Du Mont dealer invites you to see the Morey Amsterdam Show on the Du Mont Television Network—consult your local paper for time and date.

THE HANOVER BY DU MONT,
with 19-inch Life-Size tube.

Copyright 1950, Allen B. Du Mont Laboratories, Inc. • Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network • 515 Madison Avenue • New York 22, N. Y.



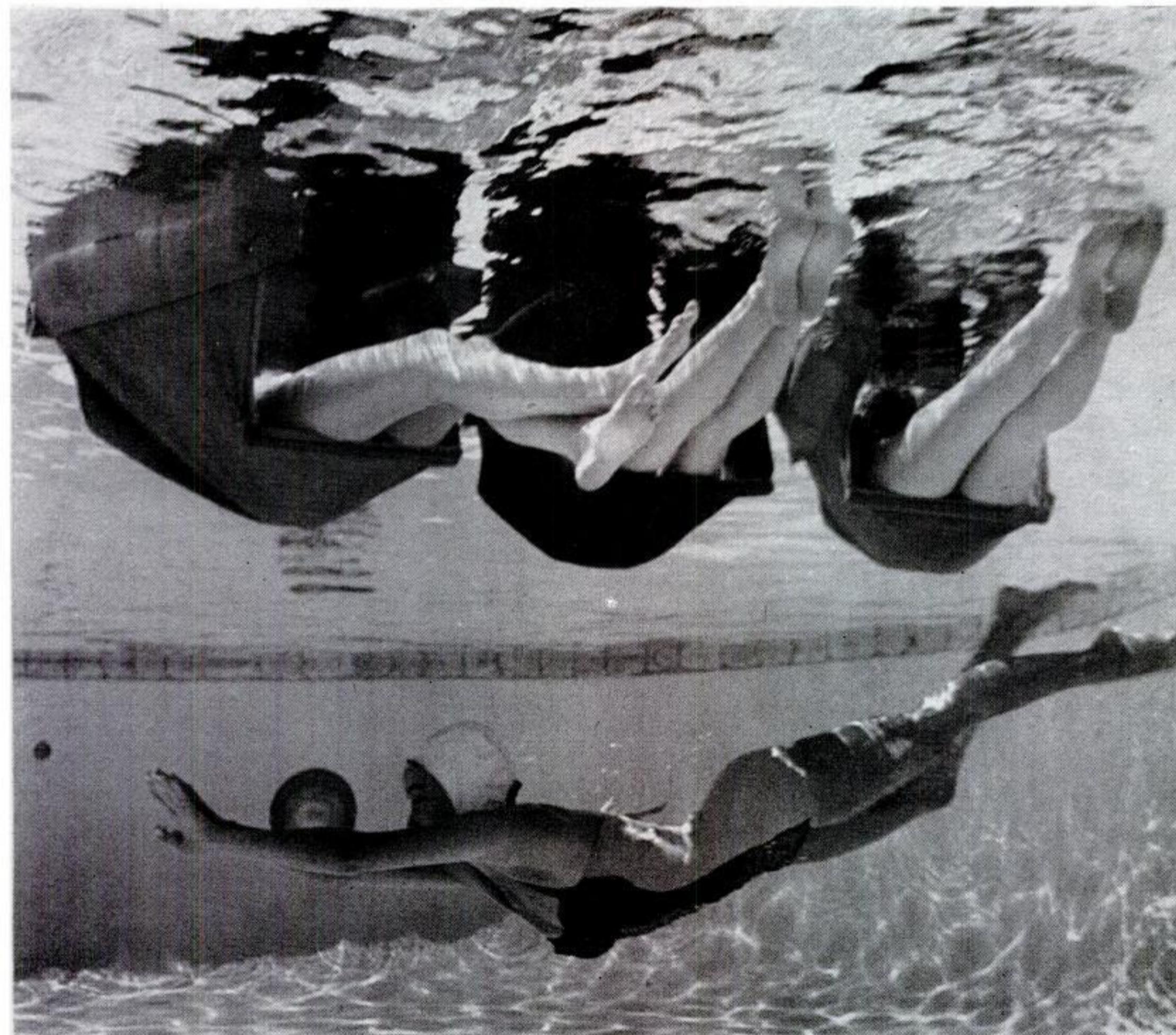


WATER COMES UP TO ARMS OF THE CHAIR AS GIRL TESTS IT IN POOL

CORK CHAIR FOR SUMMER FLOATERS

For people who might like, if they could, to spend their summer weekends just sitting in the water, their legs dangling while they drink, read or doze, Corona Products of Corona, Calif. has just the thing: a floating chair. It looks like an armchair when it is in use and can be

folded up into a small package. Made of Army canvas filled with cork, the chair comes in two sizes, for light and heavy occupants. The smaller \$7 model will hold anyone weighing up to 175 pounds. Anyone bigger should buy the \$8.50 chair if he expects to stay afloat.



UNDERWATER VIEW shows how far the chairs sink into a Beverly Hills, Calif. pool when occupied by three girls, who

in this case are gingerly lifting their legs and pointing their toes to keep from being hit by a fourth girl diving under them.

some
sweltering
summer day



Perhaps the best time to become acquainted with Tampax is on a hot summer day. The difference *then* is almost startling. Here is monthly sanitary protection with no heat-dampened belt or pad—for

**NO BELTS
NO PINS
NO PADES
NO ODOR**
Tampax is an *internal absorbent*. It is invisible and unfelt when in use. And O so clean!

A doctor invented Tampax to remove many of the monthly difficulties that trouble women. Since it is worn internally, there will be no bulging or chafing. Edge-lines won't show no matter how snug or sheer the clothing. *Odor can't form*....Tampax is made of long-fibered surgical cotton, firmly stitched for safety and compressed in efficient applicators. Easy to use and to change.

Are you aware that Tampax may be worn in swimming? That you can fit an average month's supply into your purse? That unfamiliar vacation circumstances will present no disposal problem? ...Don't let this summer go by without Tampax. Get it at drug store or notion counter. Three absorbencies—Regular, Super, Junior—to suit individual needs. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED
Palmer, Mass. LFE-7-80-Q

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

REGULAR SUPER JUNIOR

Name.....
Address.....
City..... State.....

\$2 BILLION MEAL FOR BUGS

While record crops were ripening across the U.S. this week, a record horde of insects was setting out to destroy them. Spared by a mild winter from the heavy freezes that generally destroy



GRASSHOPPER, expected to do most damage, has voracious appetite for grains, grasses and alfalfa (above). The eggs are deposited in the ground in late summer. Young hoppers, fully formed but wingless, hatch out in spring and immediately attack nearby vegetation. These and the other insects shown in this drawing are enlarged almost 50%.

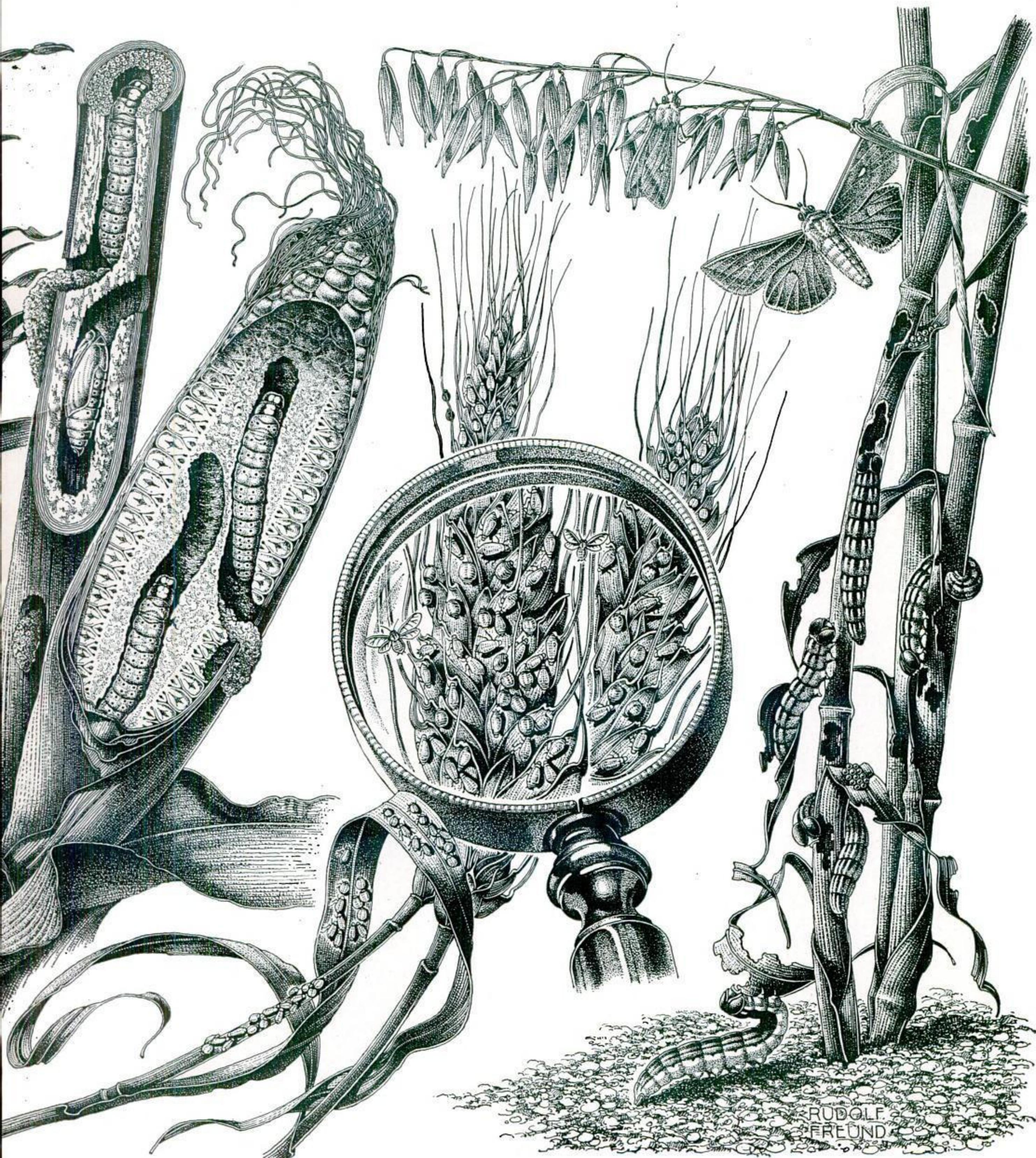
BOLL WEEVIL is second in destructiveness. Female deposits egg in immature cotton boll (shown here half scale), where it hatches into wormlike larva. Larva eats boll's interior, then becomes a motionless pupa which soon develops into a beetle, chews out of its boll and (if female) goes on to lay eggs in another. Several generations are hatched out each summer.

CORN EARWORM eats corn ears, as well as cotton, tomatoes and other vegetables. It hatches from egg laid by female moth in the silk. The worm eats its way down through the ear. When fully grown it chews through husk and drops to the ground, then burrows into the earth where it becomes a pupa. It emerges as a moth in days or months, depending on the season.

most of them during hibernation, crop-killing bugs were crawling, hopping and flying across farmlands in numbers never before seen in this country. Most rapacious of these pests are the

six shown below. Between them they did about \$1.2 billion worth of damage last year. This year, encouraged by the abnormal weather, they are back with reinforcements. Farmers, helped by

state and federal agencies, are fighting them with the newest, most potent insecticides. But it looks as if the bugs may take a record-breaking \$2 billion bite out of the nation's harvest.

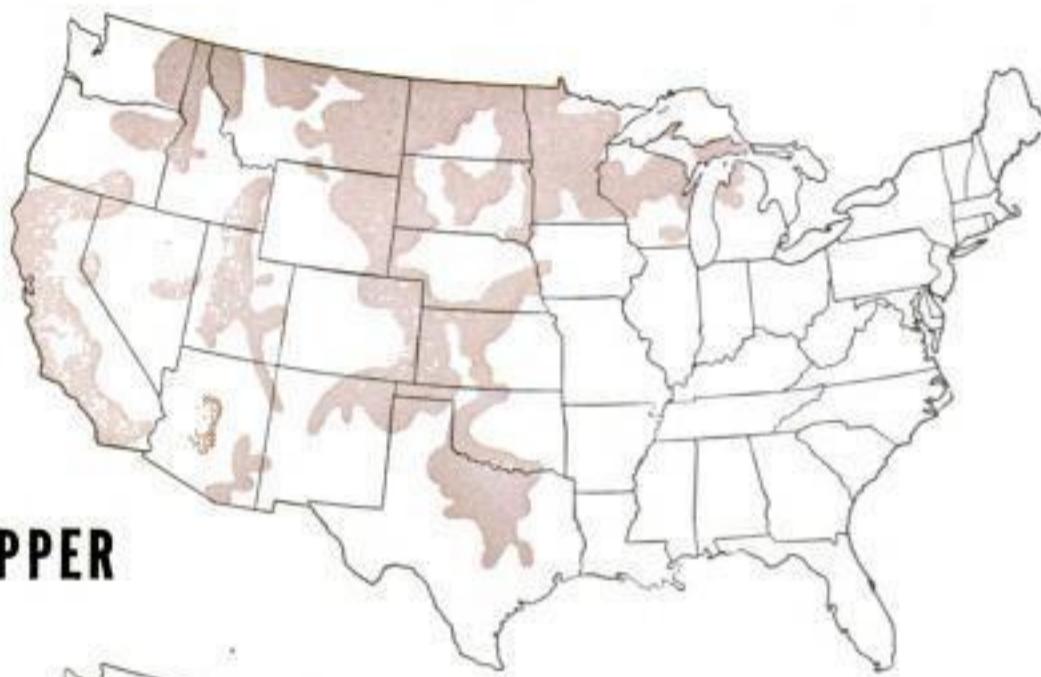


EUROPEAN BORER, also the larva of a moth, hatches out of egg laid on a corn leaf. Borer tunnels into the corn stalk or ear, where it hibernates during the winter and feeds in the spring. Main damage is due to weakening of stalk by borers' tunnels so that it bends or breaks off. In the summer the grub becomes a pupa, then changes into an adult moth.

GREENBUG, a major threat to wheat and other grains, is a soft-bodied plant louse about $1/16$ of an inch long. Eggs laid in the fall hatch in spring, produce fat, wingless creatures called stem mothers, which give birth to several batches of living young, many of them winged. These in turn lay eggs which mature during winter. Greenbugs suck sap, stunt plant growth, carry diseases.

ARMYWORM is the larva of a miller moth which lays its eggs at night on grains and grasses. The egg changes into a tiny green caterpillar which stays near the ground until half grown. Then worm sets forth army-fashion with thousands of others, chewing up leaves and seeds of oats (above) and other small grains. Fully grown, it enters the ground, emerges as moth 10 days later.

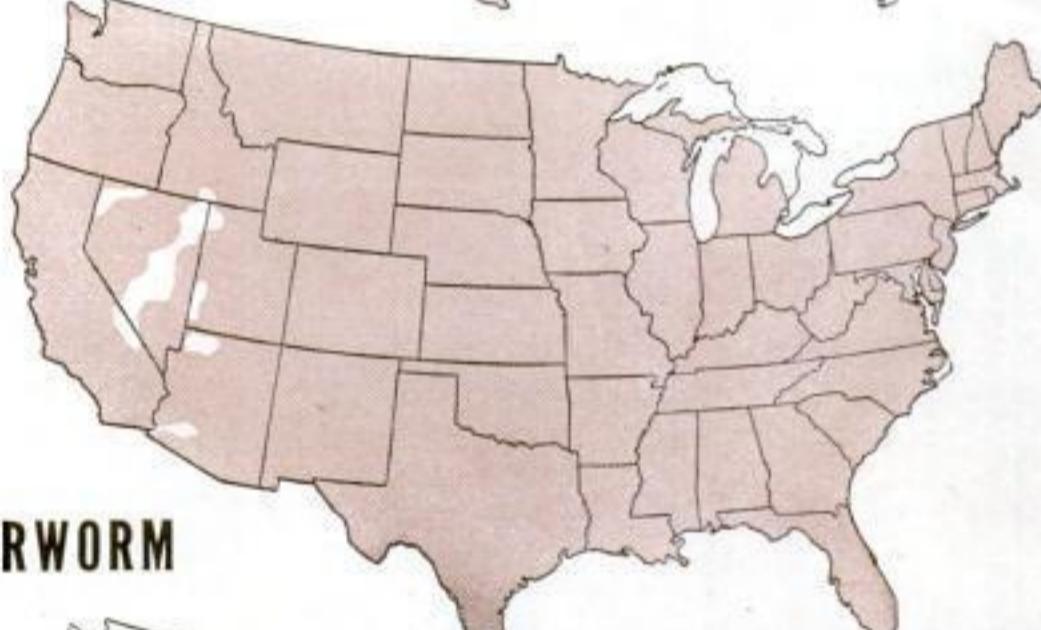
WHERE BUGS DO THEIR WORST DAMAGE



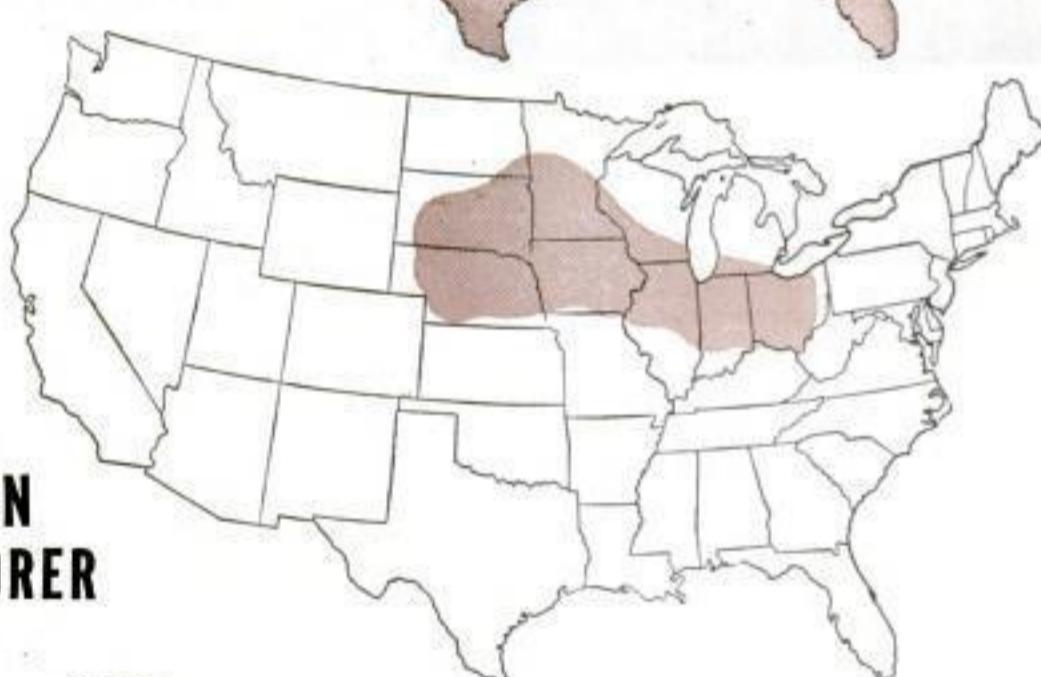
GRASSHOPPER



BOLL WEEVIL



CORN EARWORM



EUROPEAN CORN BORER



GREENBUG



ARMYWORM

BUG MAPS show distribution of each of the six major crop-destroying pests. Maps are based on 1949 figures brought up to date with estimates for 1950.

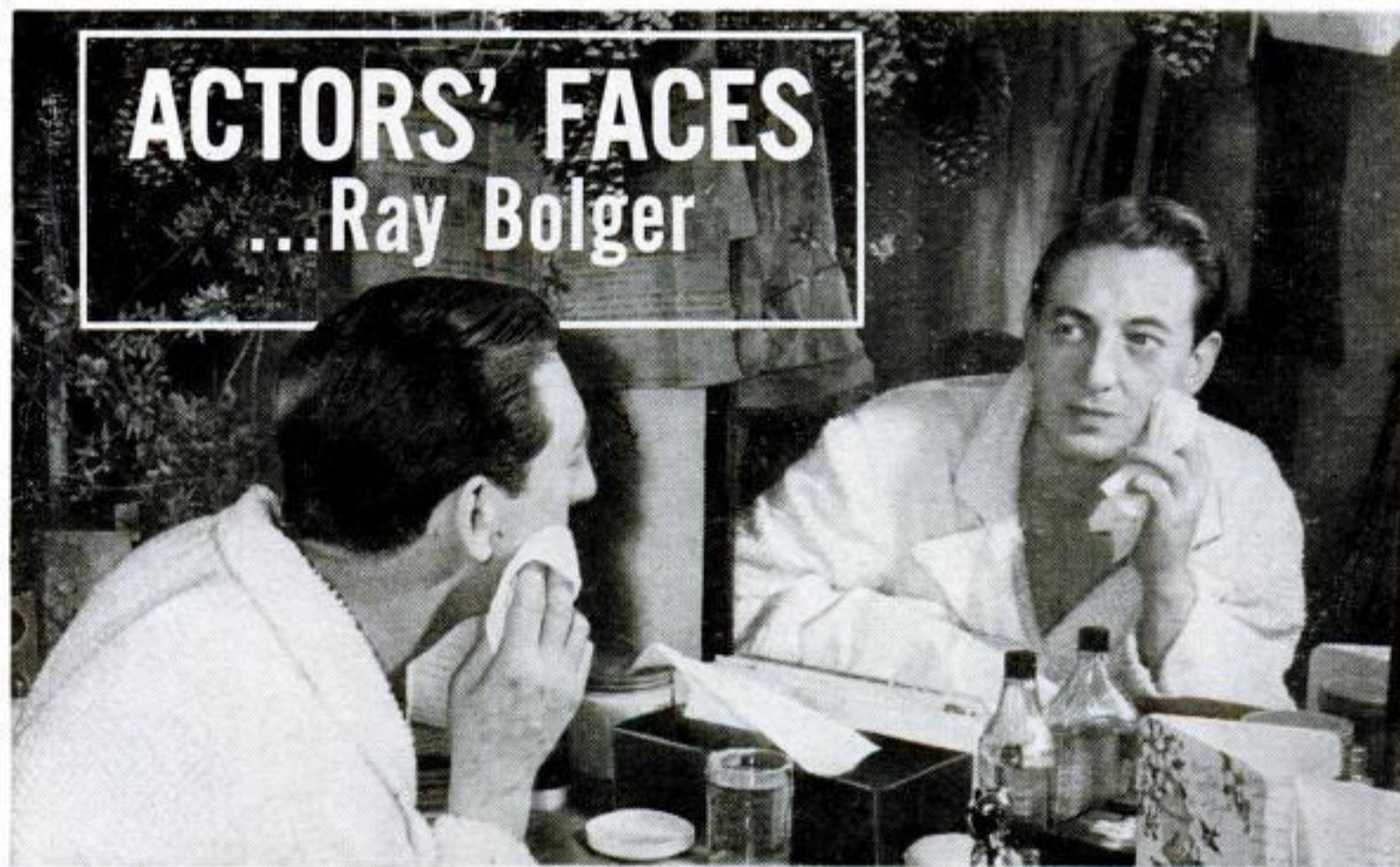


You, too, can keep your dog feeling like a million! It's easy, with dependable, quick-acting Sergeant's Dog Care Products. There's one for nearly every need—fleas, itching, worms, ticks, ear trouble, poor condition. *Plus* new Sergeant's SKIP-BATH that cleans your dog without bathing—keeps him free of odors, fleas, ticks up to a week! All approved by consulting veterinarians. Trusted for 75 years. **FREE:** Hundreds of answers on dog feeding, care, training in Sergeant's Dog Book. At drug or pet store—or write Sergeant's, Dept. A-22, Richmond 20, Virginia.



Sergeant's® dog care products

ACTORS' FACES ...Ray Bolger



Ray Bolger, famous dancer and star of the Broadway musical hit, "Where's Charley?"

Actors' faces are extra-sensitive

But Ray Bolger finds this remarkable new shaving cream helps keep his face youthfully soft and good-looking!

Actors, more than any other group of men, must look their young, healthy best at all times. But wearing and removing heavy stage make-up leaves actors' faces extra-sensitive. This means painful discomfort during shaving and can even lead to wrinkled, old-looking skin.

To help actors—and other men with sensitive skin—maintain a young and healthy appearance, The J. B. Williams Company has added an amazing new substance to Williams Shaving Cream. This new ingredient, Extract of Lanolin, helps protect the

face against excessive dryness and daily blade scrape.

Now—every time you shave with the New Williams Shaving Cream—you give your face the benefit of Extract of Lanolin, which helps preserve the youthful qualities of the skin. If your position calls for a well-groomed look from morning till night, or if your face is sensitive to the sharp cutting edge of your razor, you'll want to start using the New Williams Shaving Cream right away. *Same tube—same carton—but now containing wonderful new "Extract of Lanolin!"*

COMFORT
with a
brand new feel...

and a
brand new look!
that lasts for
years and years



Firestone FOAMEX*

- Never again need years of wear leave a "hollowed out" or "sagged down" imprint that robs seating and bedding of comfort and beauty.
- Firestone *Foamex* cushioning gives furniture, mattresses, transportation seating a brand new contour-comfort. It springs back to brand new shapeliness no matter how hard the wear. *Foamex* imparts graceful beauty without bulk—delivers much more comfort with less thickness than ordinary upholstery stuffings.
- Now you can enjoy a superbly comfortable *Foamex* easy chair that retains its streamlined loveliness without looking "overstuffed"...without packing down or lumping out of shape.
- *Foamex* cushions and pillows never need "fluffing up"—mattresses never need turning. *Foamex* "breathes" to air-cool and air-clean itself. See *Foamex* beauty...feel *Foamex* contour-comfort...at the finest furniture and department stores or auto showrooms.



Listen to the Voice of Firestone Monday Evenings Over NBC



because only 3 inches
of **FOAMEX** give more deep-down
comfort than 6 to 8 inches of
old-fashioned cushioning...

you get... > More head and leg room IN CARS

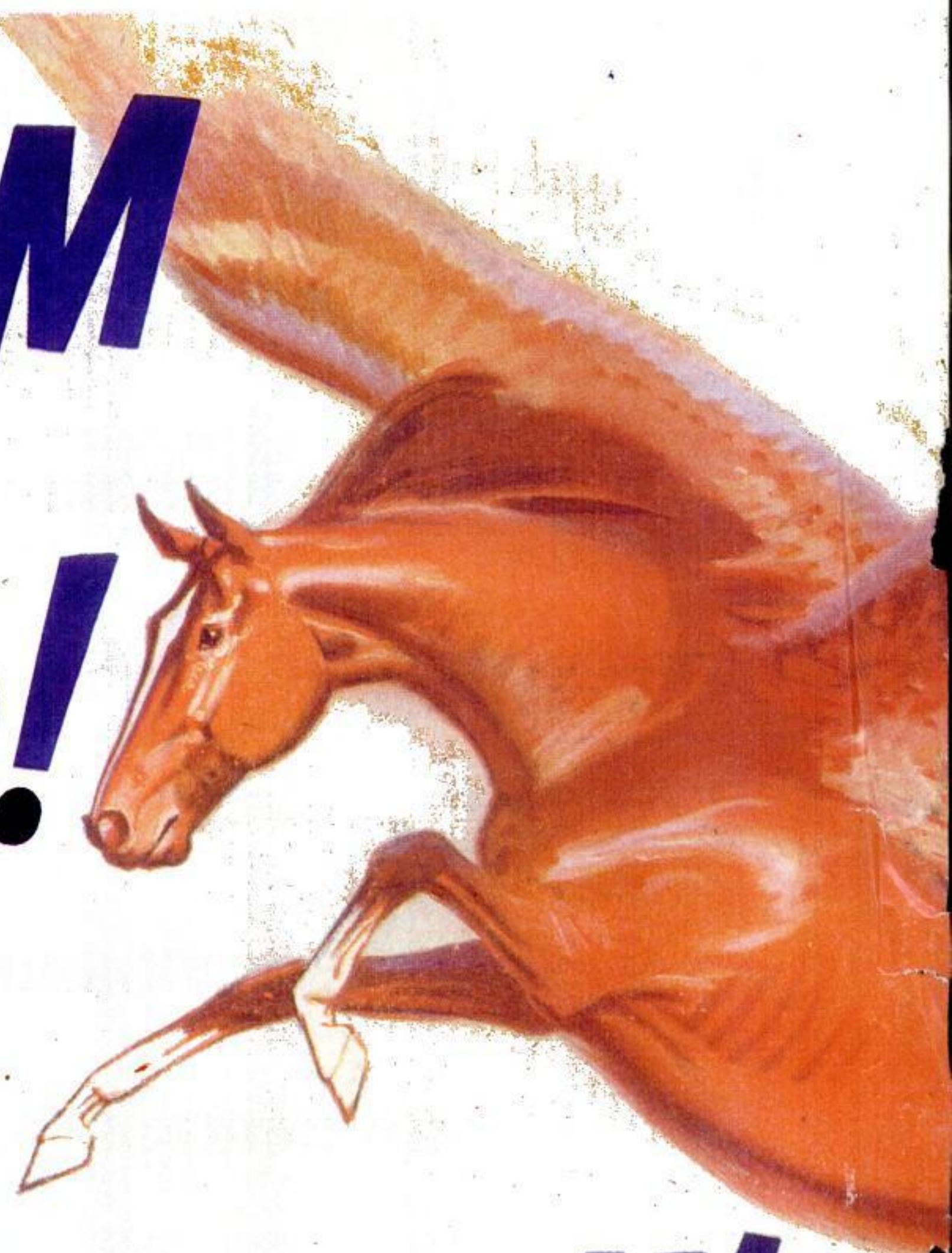
> Less bulk and weight IN BEDDING

> More shapely beauty IN FURNITURE

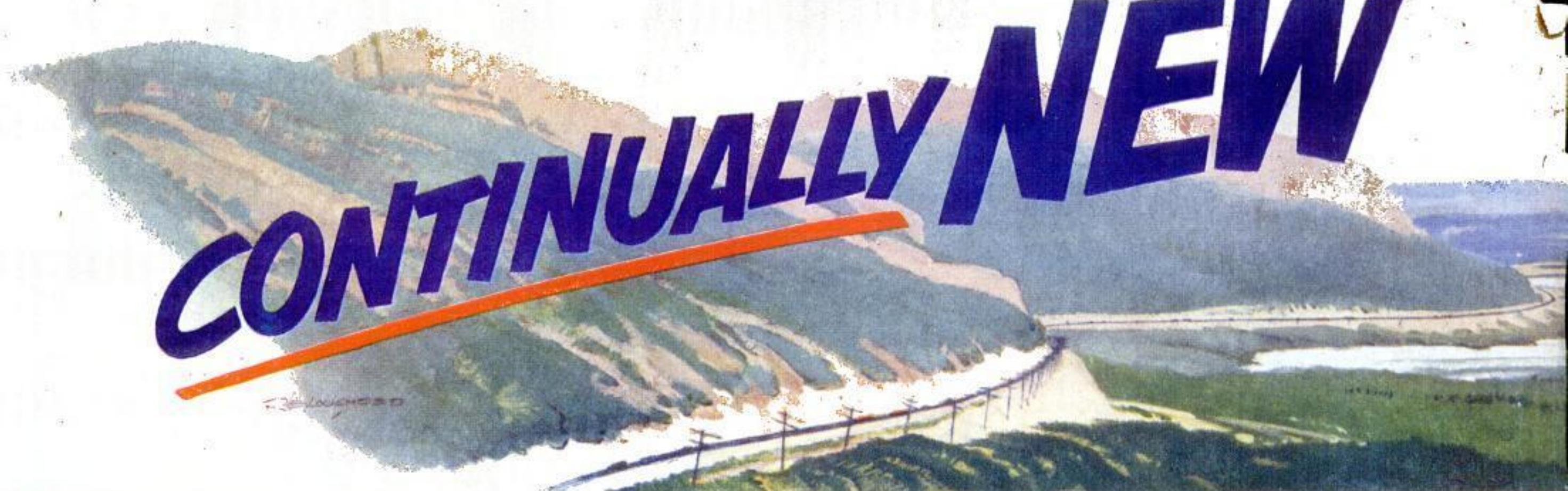
*TRADE MARK
©1950, FIRESTONE TIRE & RUBBER CO.

MAXIMUM CAR POWER!

FLYING HORSEPOWER



CONTINUALLY NEW



Keep Your Car
in Shape for Hard,
Hot Summer
Driving!



Have your Mobilgas dealer drain crankcase every 1,000 miles — put in clean, fresh Mobiloil. It's *anti-acid, detergent*, has *high V.I.*—triple-action for full protection!



Stop Summer squeaks and rattles with scientific Mobil lubrication. Your Mobilgas dealer follows chart of your car . . . safeguards vital chassis friction points.



Have your battery checked for charge with the famous Mobil Start-O-Scope. For long life and trouble-free engine starting, get a rugged, dependable Mobil Battery.

17 DIFFERENT IMPROVEMENTS

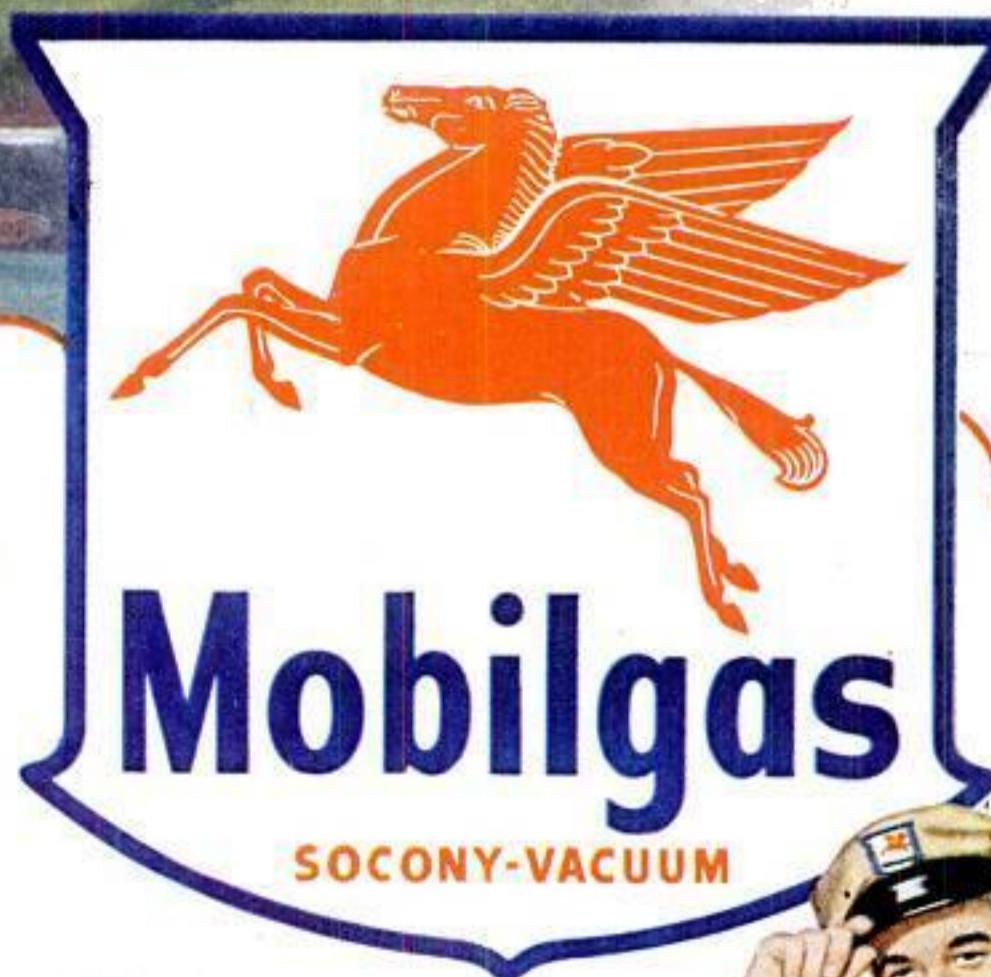
in gasoline quality! We've made that many just since the end of the war. That's why we say Mobilgas Special is *continually new* for unexcelled road performance! You get smooth anti-knock performance — quiet power response — protection against stalling, excessive dilution, gum and carbon troubles — top mileage economy! Try a tankful now!

Mobilgas Special



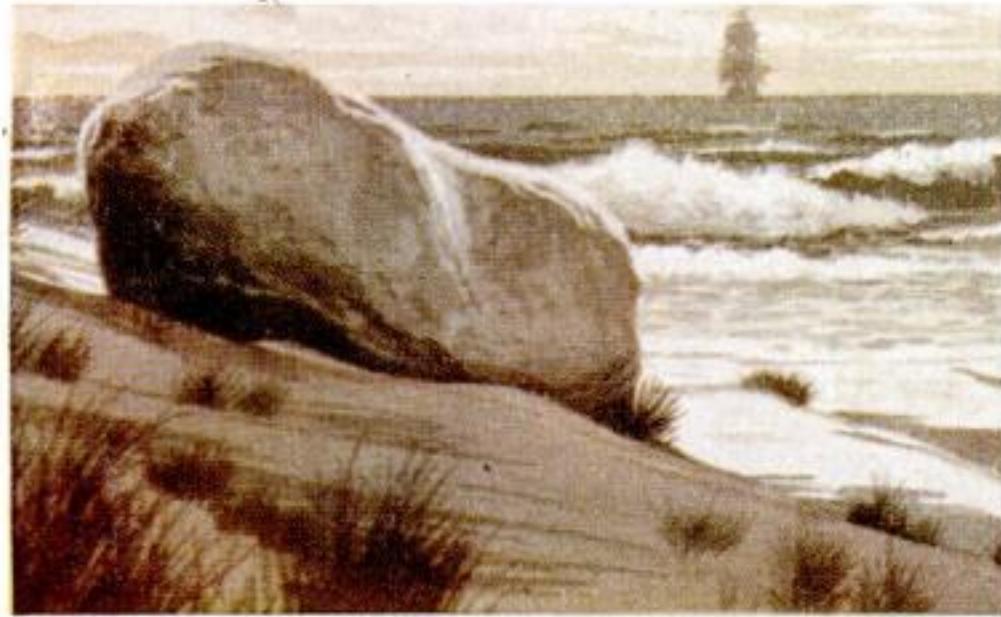
Have tires checked for cuts, bruises, inflation . . . replaced if needed with Mobil DeLuxe Cushions—guaranteed by the makers of Mobilgas. Get Mobil Tire Service any time, *nationwide!*

Get Complete
Mobil-Care—
Everything Your
Car Needs—at
the Sign of Friendly Service!



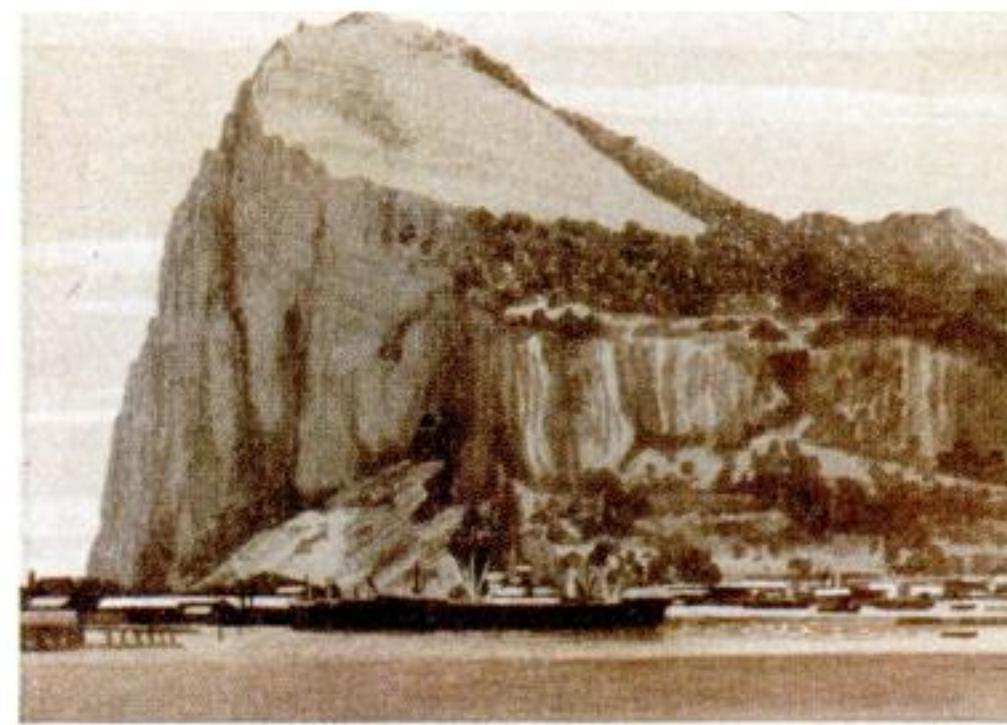
SONONY-VACUUM OIL COMPANY, INC., and Affiliates: MAGNOLIA PETROLEUM COMPANY, GENERAL PETROLEUM CORPORATION

Why are these rocks famous?



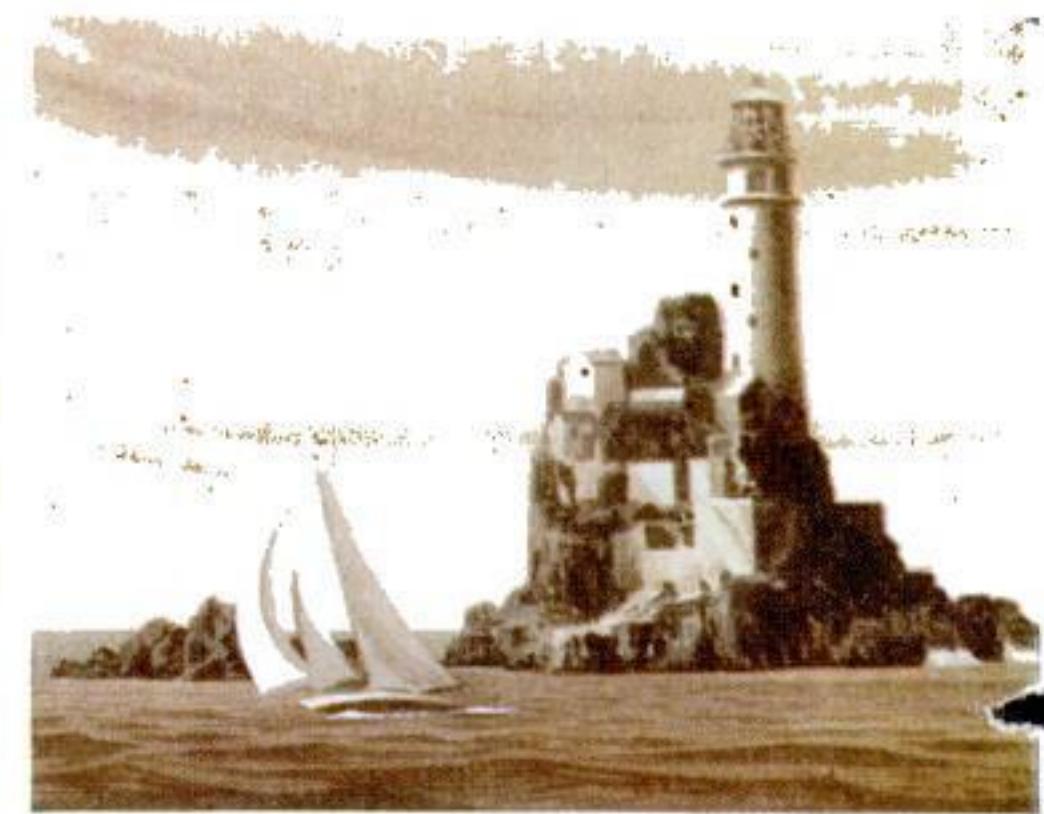
Plymouth Rock

Famous as the stepping stone for the Pilgrims when they first set foot in the New World in 1620, as they disembarked from the "Mayflower."



Rock of Gibraltar

Famous as a token of strength and security. Known to the ancient Greeks as the "Pillars of Hercules." For centuries, it remained the last outpost for seafarers.



Fastnet Rock

Famous as the turning point in the world-renowned Fastnet Race for ocean-going yachts. Located off the wind-swept southern coast of Ireland.

White Rock

Famous as the symbol of purity in America's finest beverages for more than half a century. Look for White Rock . . . insist on White Rock . . . and enjoy truly sparkling refreshment, glass after glass.

SPARKLING WATER • PALE DRY GINGER ALE

WHITE ROCK COLA • ORANGE • LEMON-LIME • RASPBERRY • ROOT BEER • SAZ-ROCK • CREAM SODA • TOM COLLINS MIXER



AMPUTEE WEARING POWER-DRIVEN HAND GENTLY GRIPS LIGHT BULB, UNSCREWS IT WITH ONE CONTINUOUS ROTATION

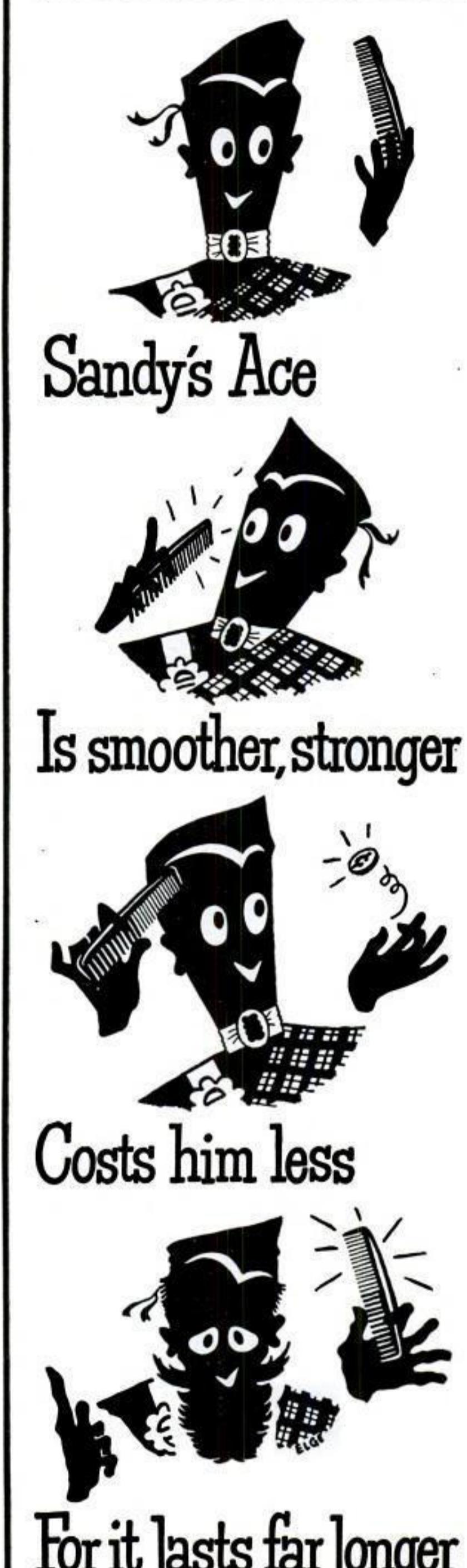
FOOT-CONTROLLED ARM

New artificial limb, powered by electricity, looks and moves like a real one

Ever since the pirate days when Captain Hook terrorized Peter Pan and his friends with an iron claw, doctors have tried to make an artificial arm that would be as useful—and look almost as normal—as the original limb. Now S. W. Alderson of International Business Machines has developed an electrically powered arm that can go through most motions normal hands can perform and some that they cannot. Unlike other artificial arms, which can be moved only by cables hooked to other parts of the body and which require strenuous

effort for every movement, the new arm requires no muscle power. All its power is provided by a battery-driven electric motor mounted in the arm. This is controlled by switches which the amputee operates with his foot (*next page*). The Veterans Administration, which sponsors research in prosthetics with the National Research Council, hopes eventually to give the new arm to most of its 2,000 above-the-elbow amputees. But so far only three arms have been built; most amputees must wait at least two years before they can hope to get an electric limb.

CONTINUED ON NEXT PAGE



For it lasts far longer



AMERICAN HARD RUBBER COMPANY
NEW YORK 13, NEW YORK



Sure sign of a great Tom Collins

What makes one cool Collins so much tastier than another? From all signs, it's the gin. Gins differ... and *Imported Botanicals* make the important difference.

To buy choice vintage-year herbs and berries, the world's finest, Hiram Walker goes to the ends of the earth—to China, Morocco, Italy, Spain. Only *one* gin—Hiram Walker's Gin—is famous for imported botanicals.

Give your next Collins that extra zest. Make it with Hiram Walker's Gin... the gin that's made with imported botanicals.

HIRAM
WALKER'S Distilled London Dry **GIN**

90 proof. Distilled from 100% American Grain. Hiram Walker & Sons Inc., Peoria, Ill.

Artificial Arm CONTINUED



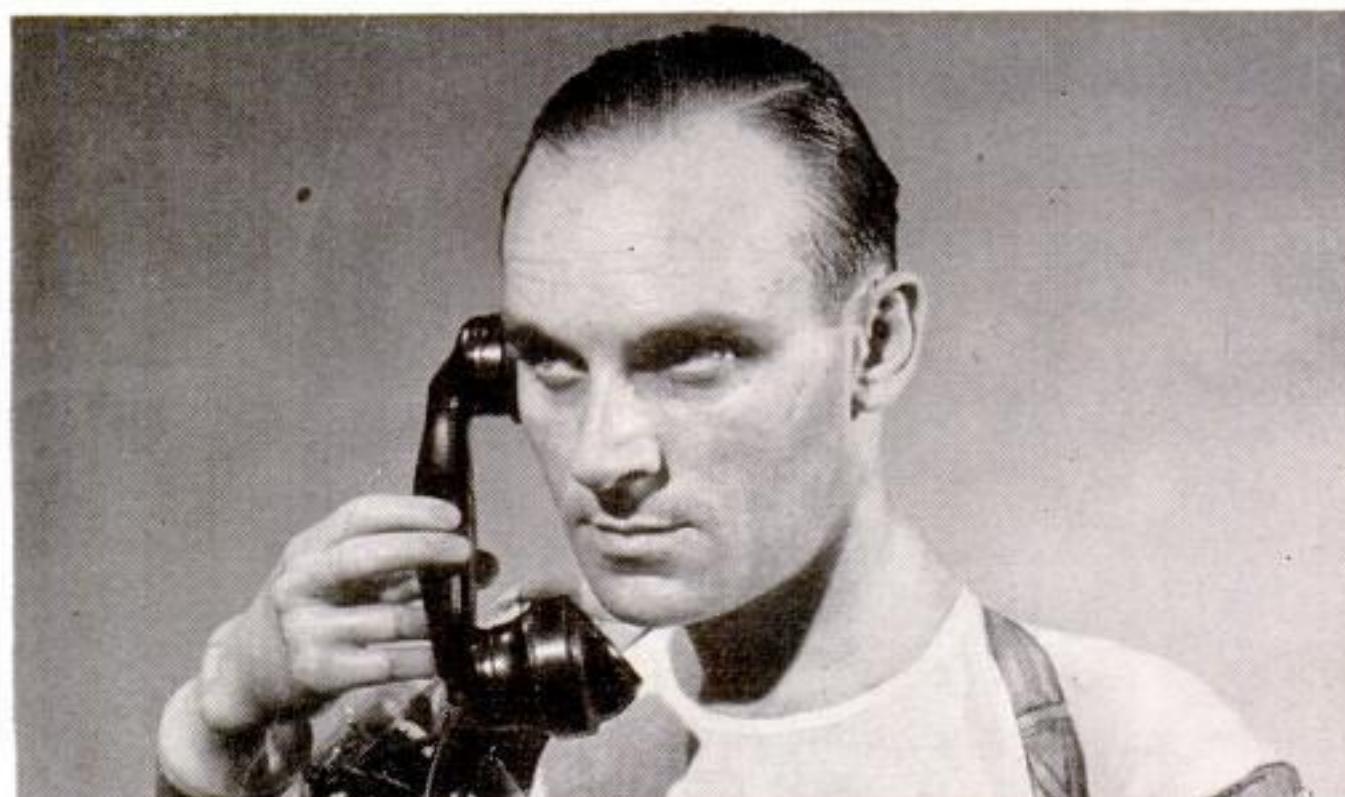
HEEL AND TOE CONTROL ELECTRIC ARM BY PRESSING BULBS IN SOLE

HOW FOOT CONTROLS THE ARM

The great variety of motions which the IBM arm can perform are controlled entirely by almost imperceptible movements of the wearer's foot. The operation of the limb is governed by pressing down in different ways on three pneumatic bulbs set in a plastic inner sole under the big toe, the little toe and the heel. Pressure from these bulbs is transmitted through flexible rubber tubing to a series of electric switches inside the arm, each of which causes a particular motion. By exerting greater or less force on the bulbs, either singly or in any one of several combinations, the wearer can send any of 12 distinct signals to the arm. For example: full pressure from the big toe alone flexes the elbow; light pressure flexes the elbow and also turns the wrist. Simultaneous pressure from the big toe and the heel flexes the wrist. The little toe controls both the "on-off" switch and the reversing mechanism; light pressure from this toe turns on the arm's electric motor, heavy pressure reverses the direction of whatever motion the arm may be making.



PRECISION with which the nylon hand can be used is demonstrated by the difficult feat of grasping slender forceps and picking up a pencil lead with them.



RANGE OF MOTION is IBM arm's greatest advantage over other types. Here it enables the wearer to lift phone instead of having to bend down to it.

Now... 10 lives instead of nine?

Future generations of cats will grow healthier, stronger, more beautiful because of today's nutritional research*

What has diet to do with the fate of your cat? Science traces 4 kittens' development from birth to maturity...



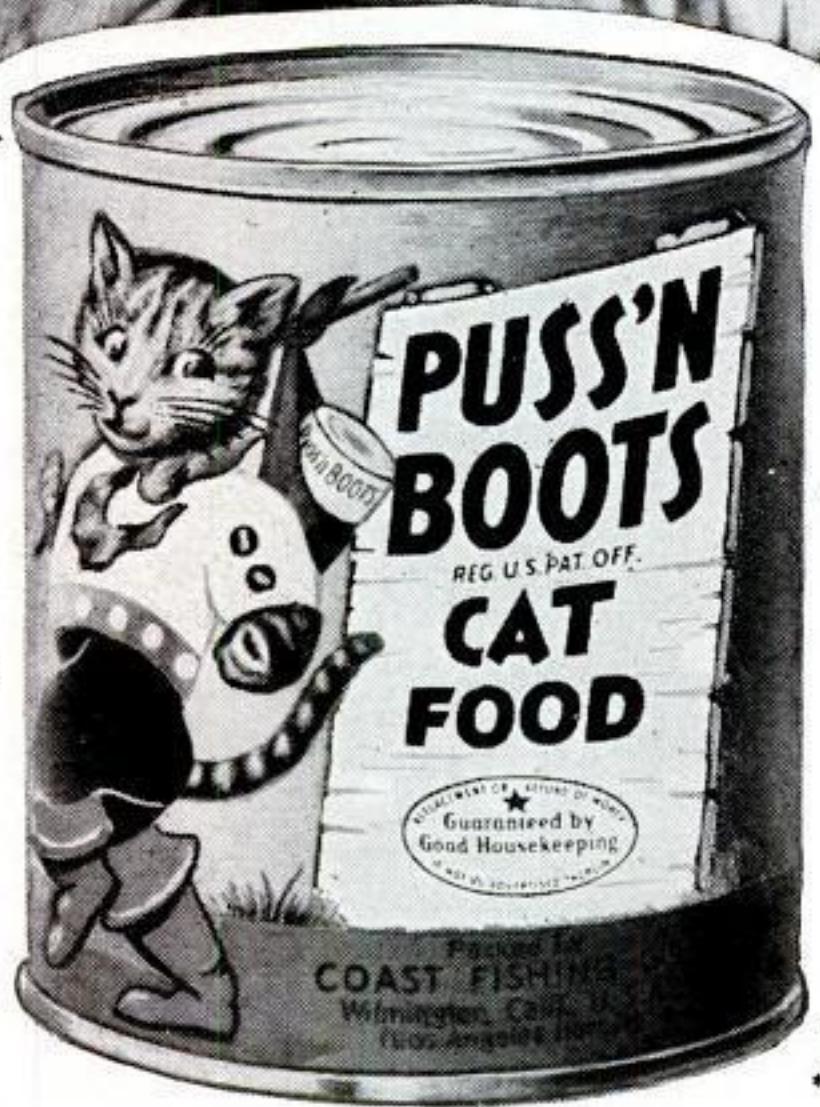
©1950. COAST FISHING COMPANY

COST OF PUSS 'N BOOTS COMPARED WITH OTHER FOODS (per pound)

© PUSS 'N BOOTS	© CANNED PINK SALMON **About 2-1/3 times as much	© HAMBURGER **About 3 times as much	© BEEF LIVER **About 4 times as much
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More nourishment at less cost!

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Johnny Parsons, winner, and 1949 AAA Champion, set a new record with an average speed of 124.002 miles per hour for the 345 miles of the race—cut short by rain. Johnny always uses dependable Champions.



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CAVES IN COLOR



GIANT STALAGMITE "LA MANO" (THE HAND) REACHES 30 FEET TOWARD CEILING OF A MEXICAN CAVE NEAR MONTERREY

SPELUNKERS SHOW OFF A STRANGE UNDERWORLD OF STALAGMITES, STALACTITES AND HELICTITES

While millions of Americans are clogging the highways in search of cool shades and refreshing vistas, some 1,400 of their more adventurous fellows are finding them in the thousands of limestone caves which underlie the continent. They are the spelunkers, members of the National Speleological Society, a group of enthusiastic scientists and sportsmen who indulge together their common fascination with nature's underground. Armed with ropes and ladders, lamps and helmets, picks and specimen bottles, they grope across pitch-dark caverns in a damp silence broken only by the icy splash of water dripping from the tips of overhanging stalactites.

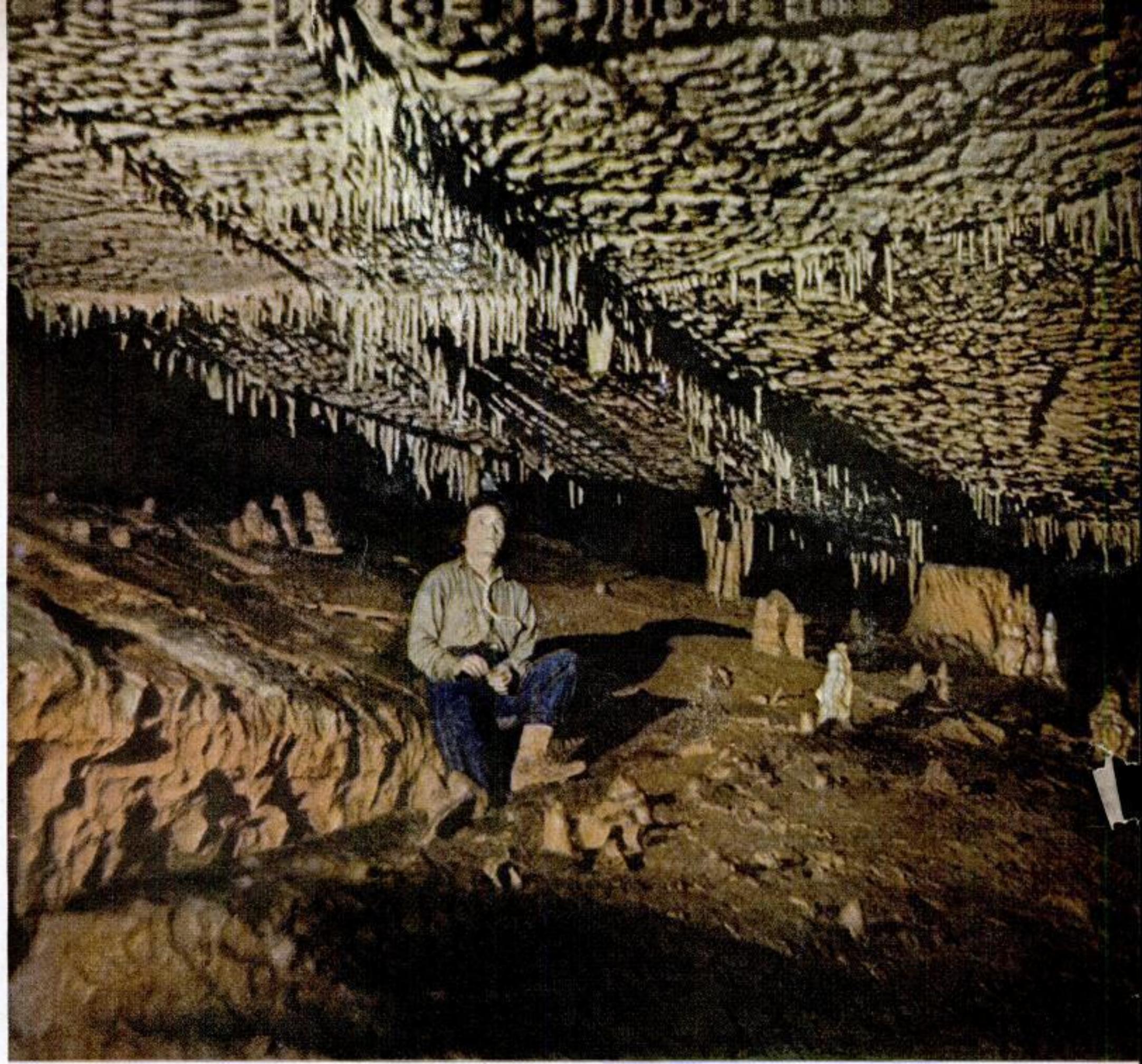
Most spelunkers are also amateur cameramen. But the problems they face and solve would baffle professional photographers. They squeeze their cameras and special lighting equipment through passages the size of badger holes, dangle them hundreds of feet down narrow fissures, float them across underground lakes and even swim underwater with them through submarine tunnels. The color photographs which they bring back from these excursions are the spelunkers' prized possessions. From a large group of the most beautiful and curious ones taken by members of the National Speleological Society, LIFE chose the pictures on these pages.

CONTINUED ON NEXT PAGE



UNDERGROUND MOUNTAIN, formed by rocks fallen from ceiling, stands in a gigantic quarter-mile-long chamber in Wyandotte Cave, Indiana. To light

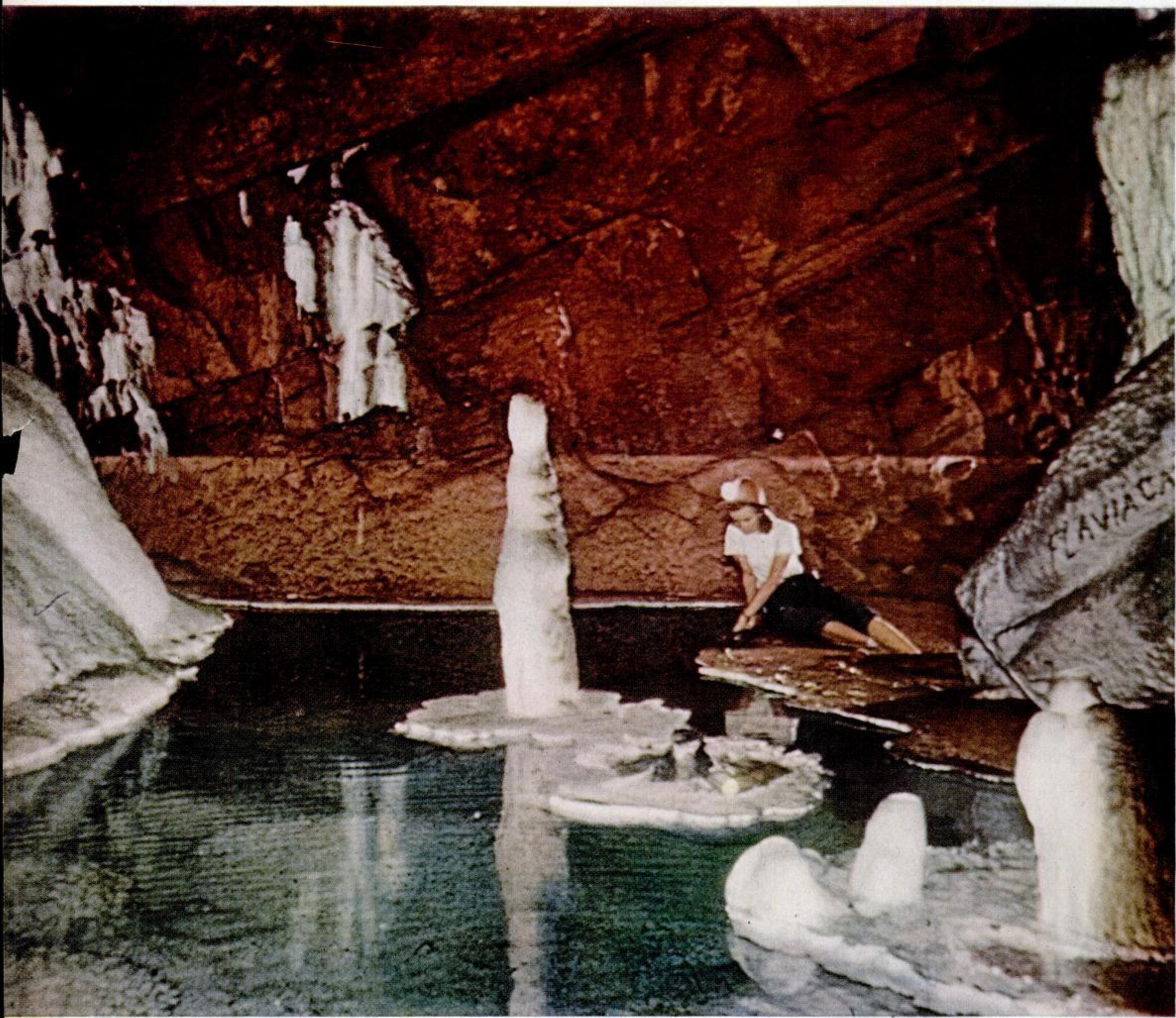
this space, ordinary flashbulbs (held by man in foreground) were insufficient, and powerful white flares were used which brought out red reflections from cave walls.



YOUNG STALACTITES hang in rows along crisscrossing cracks in the flat ceiling of West Virginia's Pattons Cave. Stalactites are formed when drops of lime-laden water evaporate slightly before dripping from the cave's ceiling, leaving minute quantities of solid lime which grow slowly downward in iciclelike shape.

SUBTERRANEAN LAKE in Kenny Simmons Cave, West Virginia, which has no visible outlet or inlet, rises or falls with rainfall. This party of spelunkers found a sunken rowboat in it, raised it and set off to explore the cave. During the 1890s, dances featuring boat trips on the lake were held in the cave's biggest chamber.



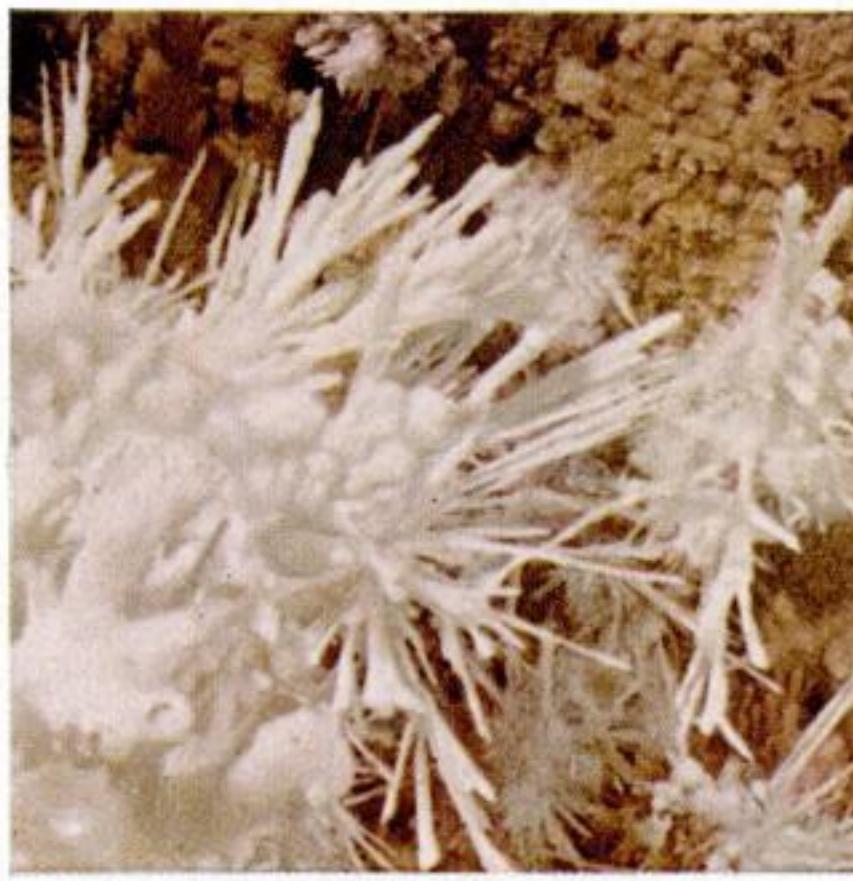


EMERALD POOL lies deep inside Mexico's spectacular Juxtlahuaca Cave. The water has become so heavily saturated with dissolved lime that it has rimmed

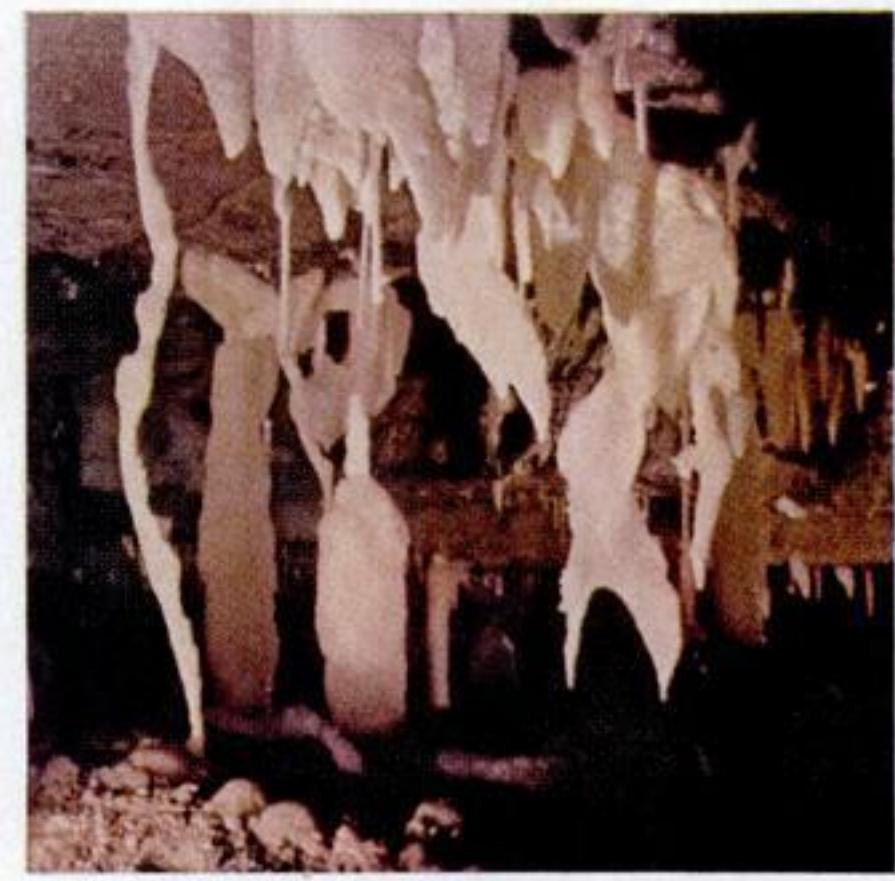
the edges of the pool with a thick lime frosting and deposited solid lime pancakes in the center of the pool from which stalagmites rise like elongated water lilies.



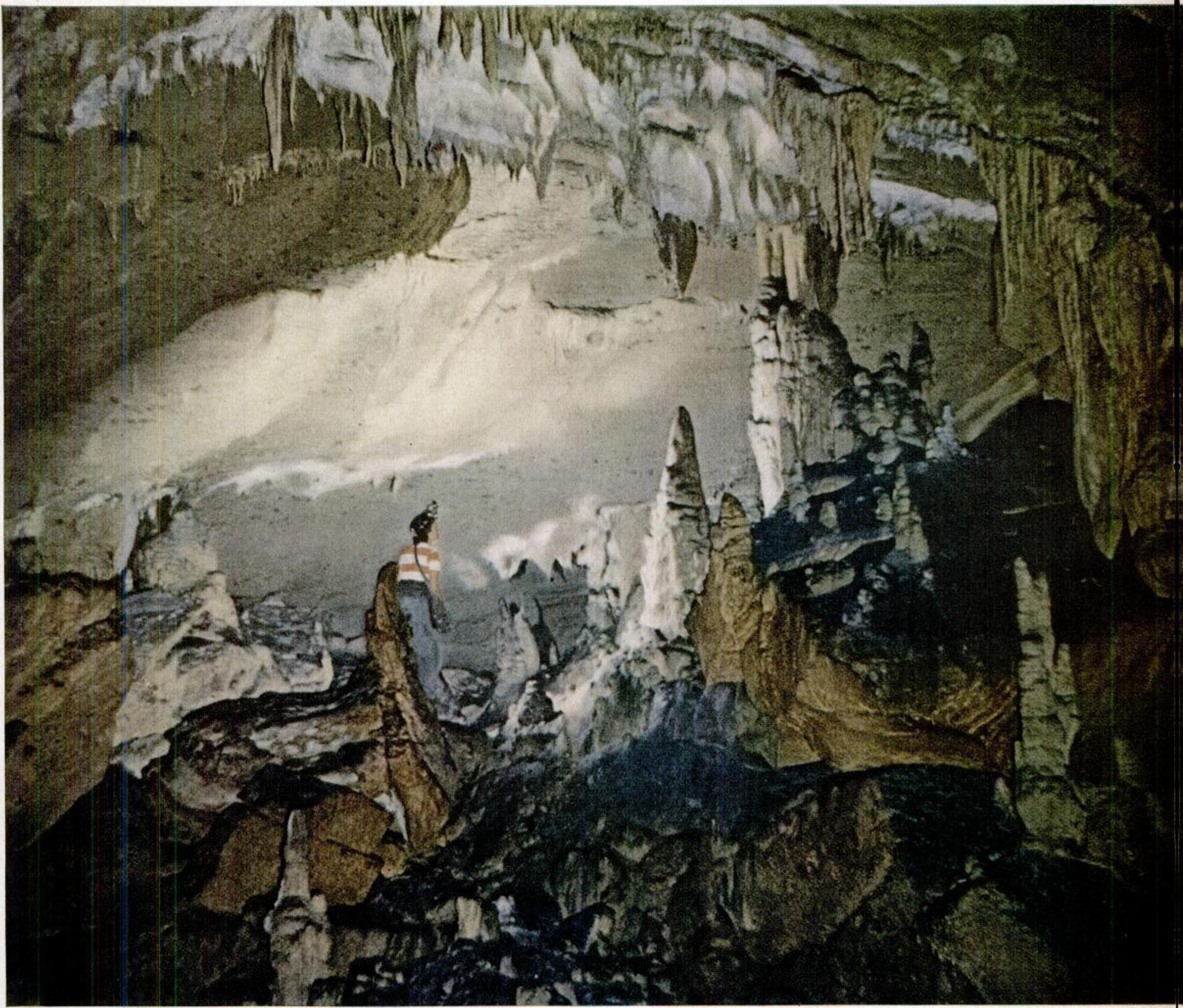
BLUE-GREEN GLAZE on the walls of Marshall Cave, Virginia may be caused by evaporation of iron-bearing moisture oozing from rocks. Colorful effect was once thought to be work of primitive cave artists.



ANTHODITES, delicate clusters of hairlike lime crystals, bristle from walls of Virginia's Skyline Caverns. They grow only in completely airtight chambers where still air protects their delicate structure.

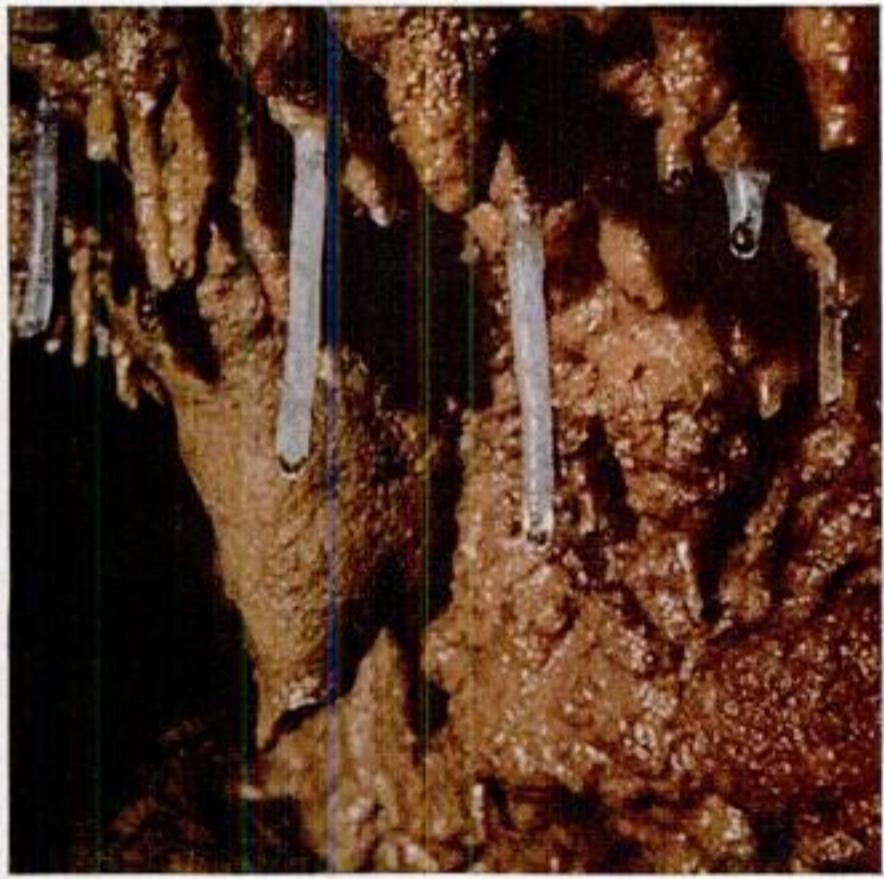


HELICTITES, a kind of twisted stalactite, take on a violet cast in the light that is reflected from the walls of the Ohio Caverns. These formations are four feet long, are caused by an irregular flow of water.

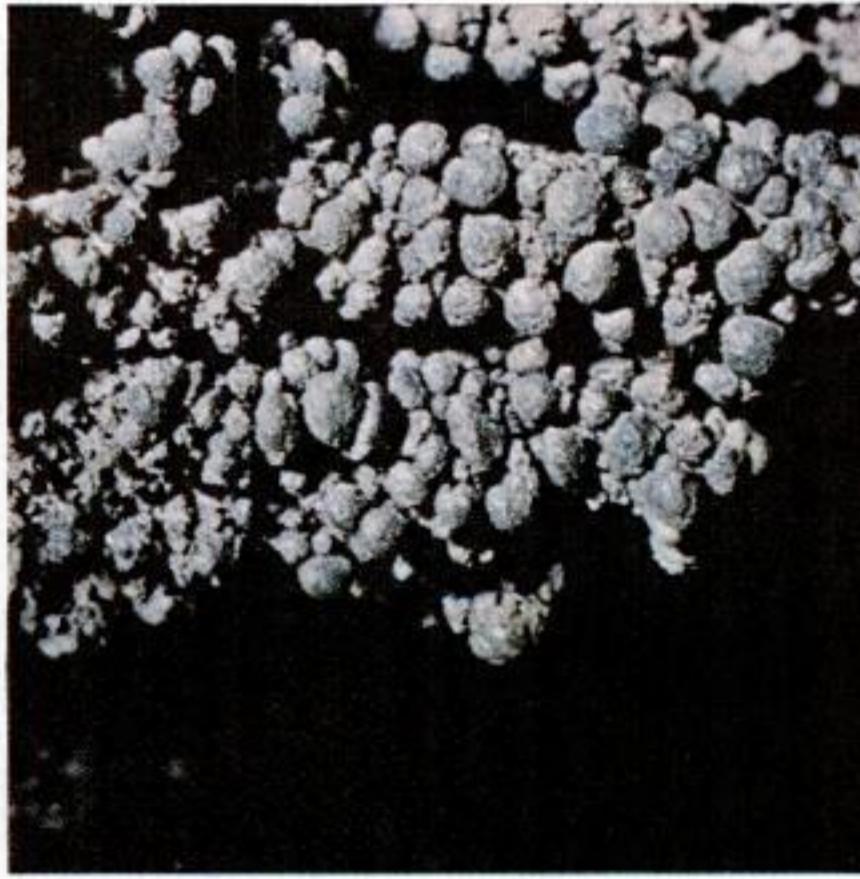


FAIRY PALACE gallery in Virginia's Indian Church Cave is a glittering vista of stalagmites and stalactites. Stalagmites are formations which grow upward

from floor as lime-saturated water drips upon them and evaporates. In another part of this cave the spelunkers came across an abandoned moonshiners' still.



SODA STRAWS of Virginia's Grand Caverns are hollow and as thick as a water drop. Water trickles down inside them, evaporates at the end, lengthening the tip. The blue color is dissolved ferrous oxide.

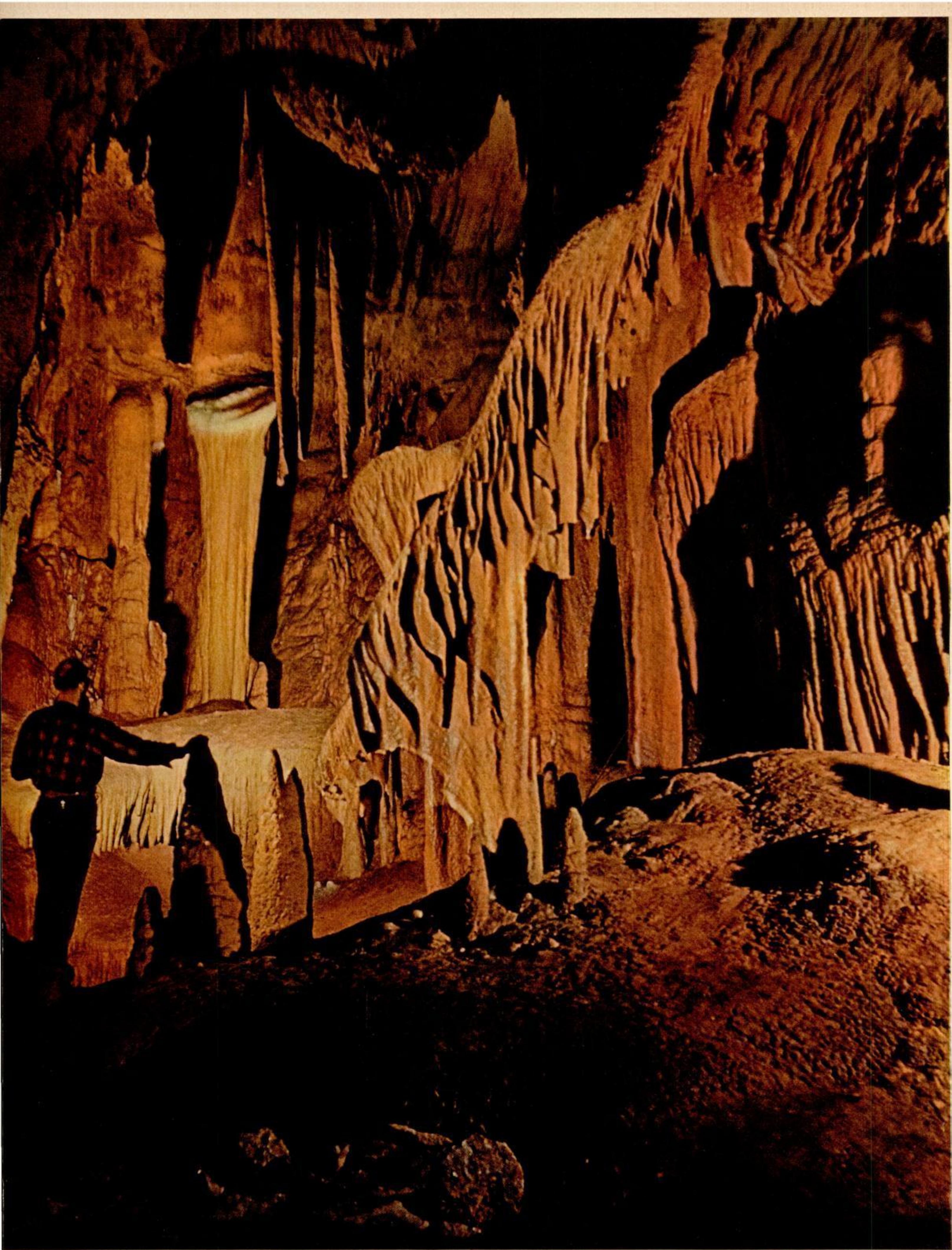


STONE GRAPES, a speleological rarity, are found in the crannies of Matthews Cave, Virginia. How they were formed is still a mystery, but the best guess is that they are deposits of ferrous oxide and lime.



STONE SPONGE, a mass of rust-colored crystals, grew on the sides of a subterranean lake in the Grand Caverns. As the lake dried up, the sponge was left high and dry. Some sponges look like human brains.

CONTINUED ON NEXT PAGE



GROTTO OF THE LILY in Virginia's Grand Caverns is named for petal-shaped column of lime which sprouts from floor, left background. It and other veillike

formations were once panels of lime in clay banks. Endless drips of water washed the clay away, exposing the panels and slowly depositing skirts of lime on them.

Who is she?

"A very pretty girl to be sure," is the way Bill Ritter, photographer of famous beauties, describes DuBarry beauty Alice Wallace. Much admired for her "model" complexion, Alice knows how to guard the pretty texture of a lovely skin . . . depends on DuBarry Special Cleansing Preparation. It's deep cleansing magic . . . a fragrant meal that smooths with water into a thin beauty mask to make lovely skin lovelier and work "miracles" with difficult young skins, coarse oily skins, blackheads, blemishes. Hypo-allergenic . . . it agrees with your skin. \$1.00 plus tax.

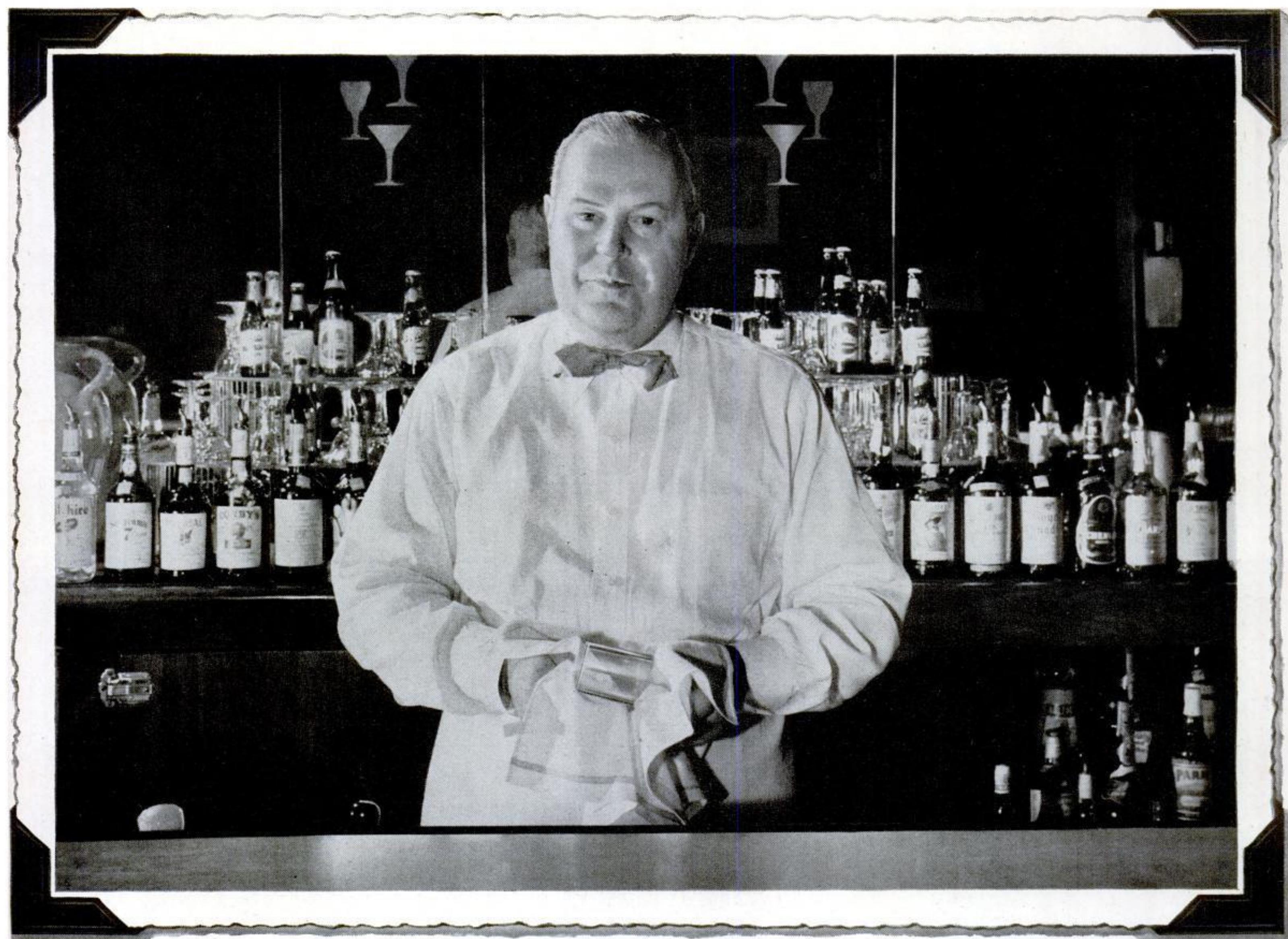


DuBarry
BEAUTY PREPARATIONS BY

Richard Hudnut

Makers of the Richard Hudnut Home Permanent





"What's your idea of a tavern?"

"I

I'll bet your answer to that one would be something like—'a place where you can buy drinks and food.' That's right as far as it goes, but there's more to it.

"I'd like to give you *my* answer, and I think I can qualify as an authority. I'm Stuart Kelly, and I've owned my place at 14944 Livernois here in Detroit for six years. To me, a tavern is really a neighborhood 'club'—something like the 'pubs' they have over in England. It's a place where decent people can meet their friends in their off-hours, and have something to eat and a drink or two, without spending a lot of money.

★ ★ ★

"You see, there are millions of people in this country who can't afford hotels, restaurants and country clubs when they want an evening out after a hard week's work. That's where the neighborhood tavern fits in.

"Let me give you an idea of what goes on at my place. The boys in the bowling league

meet here after their games for sandwiches and drinks, but mostly to alibi their scores, and it's the same way with the auto company softball teams. Hardly a week goes by but what I don't have a neighborhood social club meeting here, or a birthday or anniversary party.

"Now, you don't earn the respect—or the trade—of people like these without deserving it. You've got to serve good food and drinks, in clean, attractive surroundings. It goes without saying that you've got to obey all the liquor control laws to the letter.

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"That's the way I run *my* place, and you'll find thousands like it all over the country. When you think back to Prohibition—with its bad liquor, gang wars, graft and all the other terrible things it brought—you *know* today's legal tavern makes far better sense. It fills a social need in the lives of us 'average Americans'—and it does it openly and legitimately.

"That's what a tavern really is today—a democratic institution as 'normal' and as 'American' as baseball. I hope we never go back to what we had before."

Stuart Kelly's message is sponsored by the producers and distributors of alcoholic beverages. As citizens and businessmen, we stand for the following aims in your community:

- • • *the encouragement of moderation by word and by example.*
- • • *the licensing of only orderly places of business.*
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10 East 40th Street,
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TO PHOTOGRAPHER ANTHONY BEAUCHAMP PEGGY PRESENTED THE APPREHENSIVE BUT INTRIGUED LOOK OF A STARTLED YOUNG DOE READY FOR INSTANT FLIGHT

HER FACE IS HER FORTUNE

SIX PHOTOGRAPHERS STUDY VERSATILE FEATURES OF PEGGY DOW

Among the hundreds of hopeful innocents who pass annually through the Hollywood hopper—each a near facsimile of the other—pretty brunette Peggy Dow (see cover) is one of the exceptions who survive a six-month option. One reason for her success is revealed in these pictures by four LIFE photographers, a Universal studio photographer and herself, in which Peggy's startlingly expressive face changes from gamin to glamour girl, from moonstruck maid

to clear-eyed realist. Unlike most aspiring starlets who pose for leg art, study their drama lessons and shortly find themselves back where they came from, only unhappier, Peggy caught the eye of Universal-International executives who put her in a quick succession of films, the most recent of which is *Harvey*. In the motion picture industry, where changes of costume and hairdo pass too often for versatility, Peggy's changeling features are a rare and usable asset.



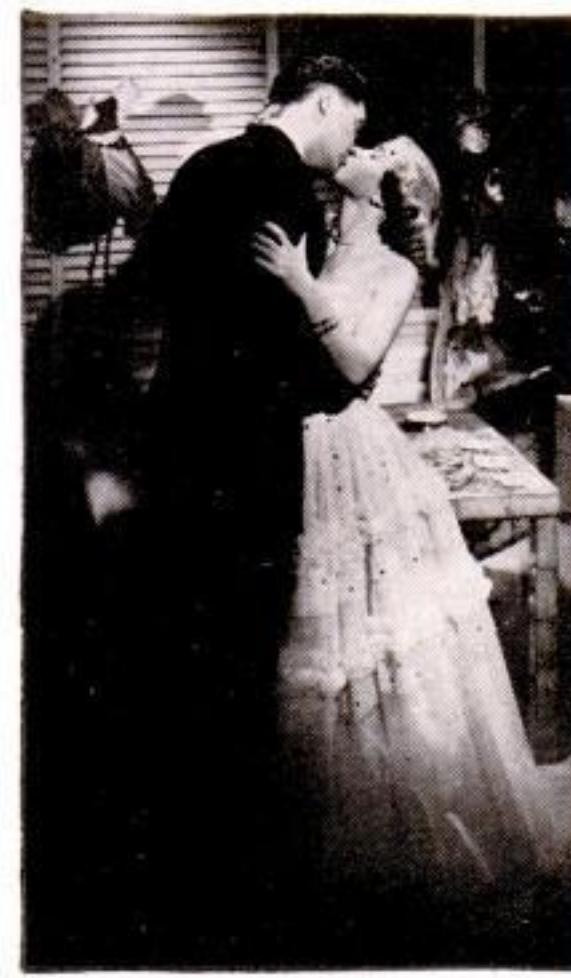
TO RALPH CRANE, her face was that of a soft Southern belle, sweetly untroubled by thought.



Suddenly, breathtakingly, you'll be embraced... held... kissed. Perhaps tonight. Be sure you're *always* lovely to love; sweet... alluring. Your deodorant may make



the difference. That's why lovely girls depend on FRESH Cream Deodorant. Test FRESH against *any* deodorant—see for yourself which stops perspiration,



prevents odor better! FRESH is creamier, more luxurious and really effective!

Are you always Lovely to Love?

See for yourself how *really effective* FRESH is! Make this simple test.

Put your present deodorant under one arm. Put FRESH under the other arm. See which stops perspiration, *prevents* odor better.



For head-to-toe protection, use new FRESH Deodorant Bath Soap. Used regularly, it is 20 times as effective as other type soap in preventing body perspiration odor, yet mild and gentle.

Peggy Dow CONTINUED



TO ALLAN GRANT, Peggy could be a languorous siren with a bored, slinky look, but Peggy admitted that hidden low-heeled scuffles felt "more natural."

CONTINUED ON PAGE 71



"Mamma, you've hit the jackpot"

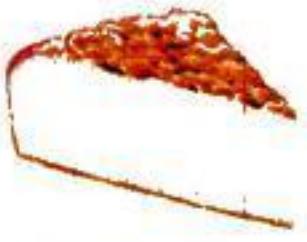
That's what your family will
exclaim when they see real homemade
hot rolls like these.
You can now make them in $1/2$ the time

(compared to standard cookbook recipes)

3 Original Rogers Silver-plated Teaspoons. Exclusive Lady Ann pattern—only 50¢ and six coupon values. Send to Pillsbury, Box 150, Minneapolis, Minnesota. Complete silver service available. Extra-Value coupons with all Pillsbury packages. Write for free premium booklet.

RECIPES

right in the package for these and many other wonderful baked foods



Spice Coffee Cake



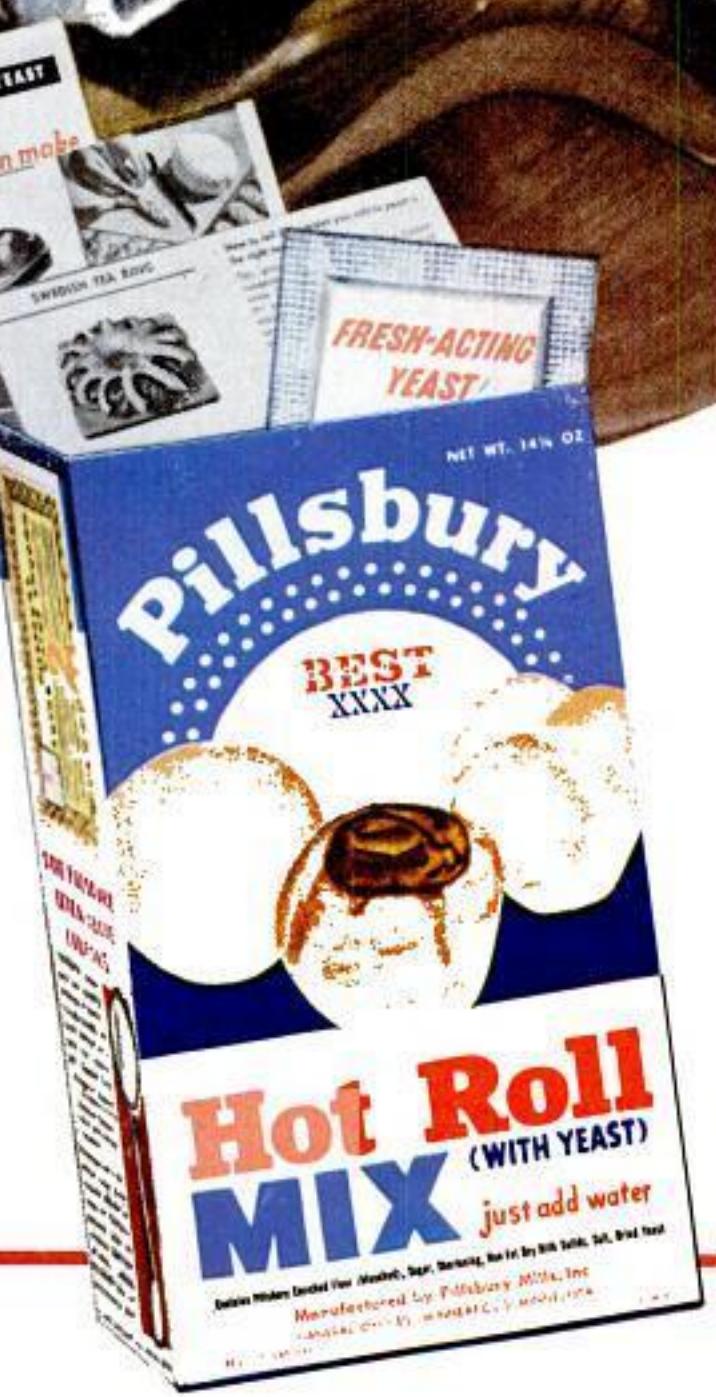
Date Twist



Caramel Pecan Roll



Raised Doughnut



Easy, quick, no experience needed with the new
Pillsbury HOT ROLL MIX

(WITH FRESH-ACTING YEAST)

What could be more downright satisfying than showing your skill and pleasing your family with your own homemade hot rolls? Homemade in rich, delicate flavor...homemade in that wonderful "welcome home" aroma.

With the new Pillsbury Hot Roll Mix, it's now so easy, so

quick, so economical. So sure of fine results, experienced or not. Everything you need (including fresh-acting yeast) is in the trim blue and white package.

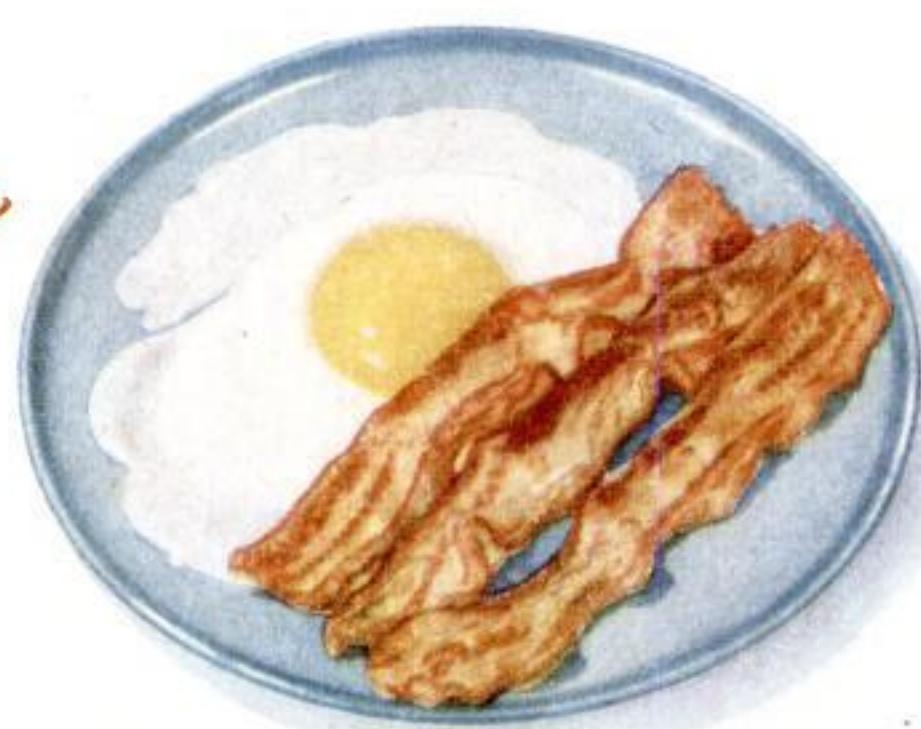
Make tonight a real "homecoming" in every sense of the word. Bank the table high with your own, your very own homemade hot rolls.



You and Ann Pillsbury
can make a great team

*they'll like it
better with*

BACON



Bacon in the Breakfast



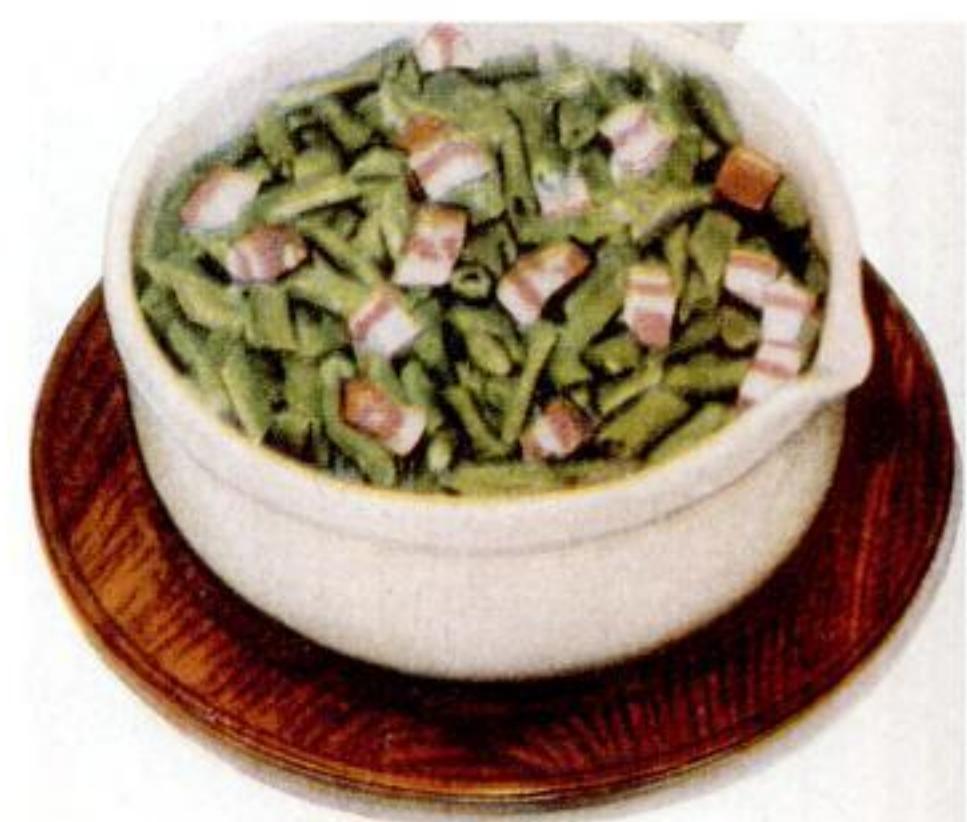
Bacon in the Sandwich



Bacon in the Salad



Bacon on the Meat Loaf



Bacon Cooked with Vegetables



Making the Most of Bacon

To Pan-Broil. Start bacon in cold skillet. Keep heat low. (As slices warm up you can separate them easily.) Cook slowly, turning often. Drain on absorbent paper. For extra-crisp bacon, pour off fat as it accumulates.

Crispy Strips of Nourishment

In summer, bacon, the breakfast beauty, comes into its own for lunch and dinner. An easy-to-fix platter of crisp-cooked bacon gives a special invitation to heat-fagged appetites. Bacon offers solid nourishment—food energy and *complete*, body-building protein. So, whenever you buy food, remember to bring home the bacon.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago

Members throughout the U. S.



This Seal means that all nutritional statements made in this advertisement are acceptable to the Council on Foods and Nutrition of the American Medical Association.



TO RAY JONES, a studio portrait photographer, Peggy seemed to fit the role of spirited lynx with a challenging come-hither look in her eye.



TO EDWARD CLARK she was a pert and eager young starlet, dutifully raising her skirt in a routine movie studio chore—cheesecake art.



TO FRIENDS she often looks like sloppy-sweatered girl with a greater yen for watermelon than for tidiness, as she proves here to Allan Grant.

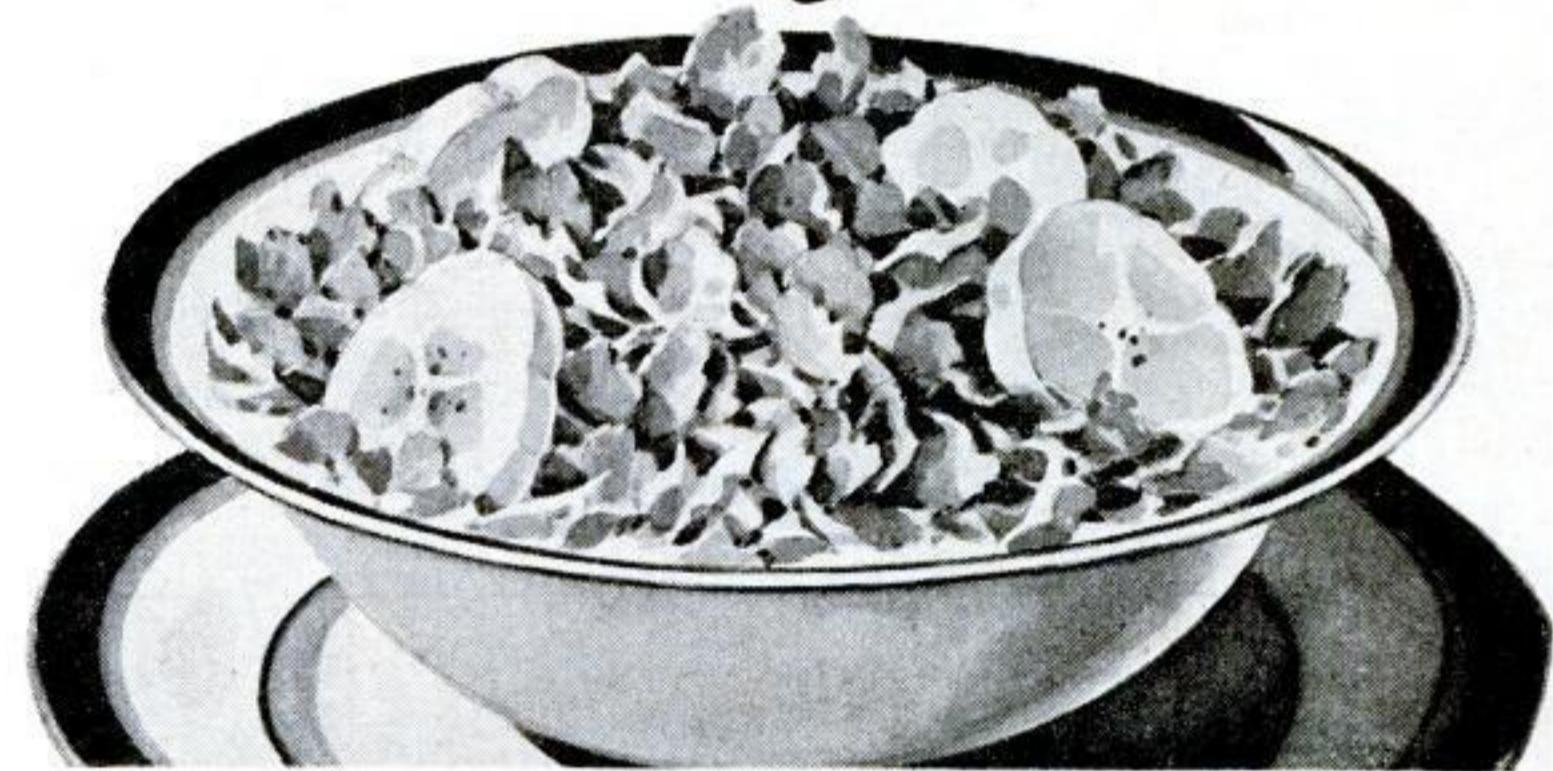


TO HERSELF Peggy is a wholesome, level-gazed young extrovert. Here she bites her tongue as she snaps camera shutter for her self-portrait.

Look, Mom—MUSCLES!



I'm Strong for PEP



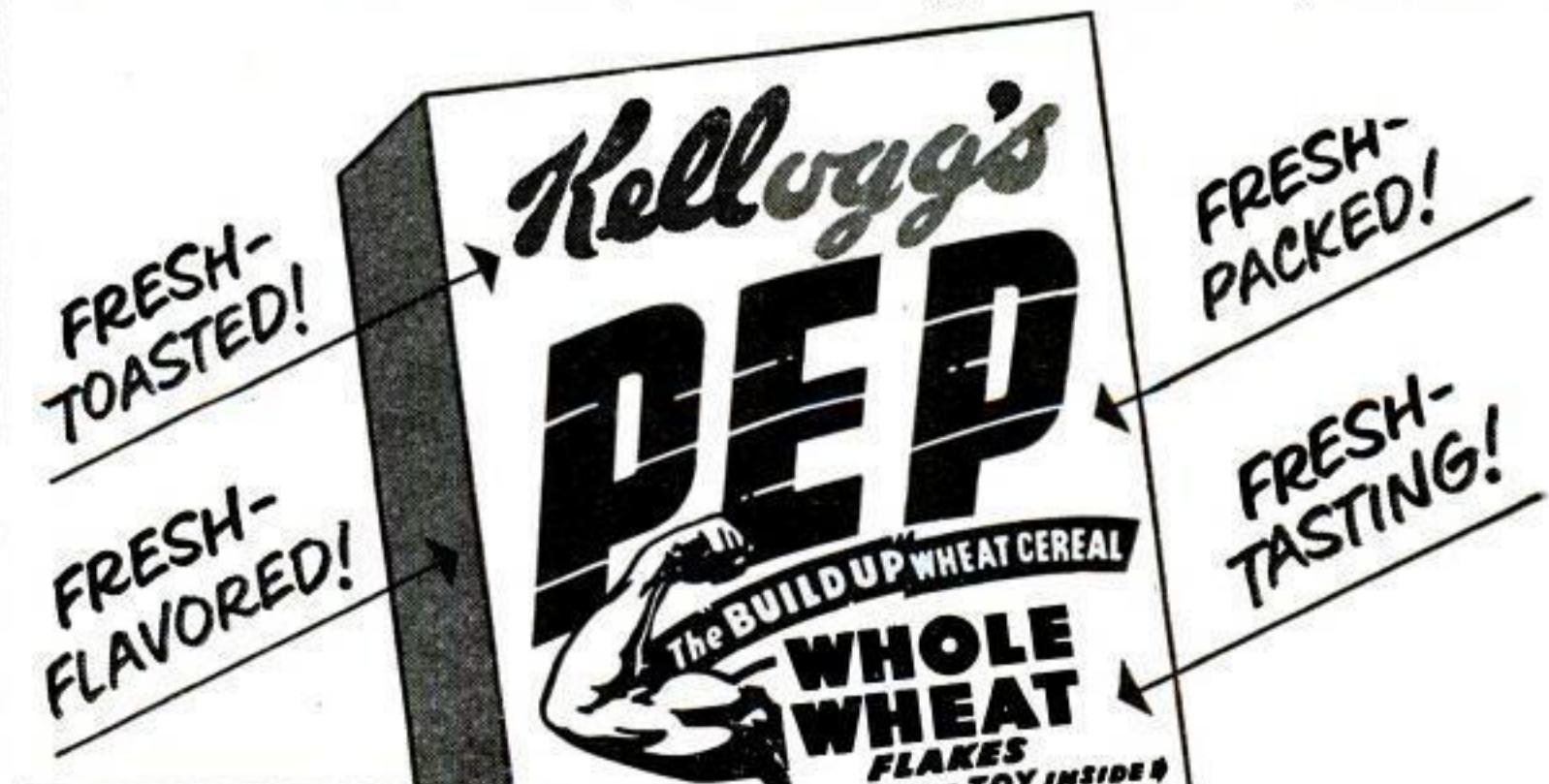
the "BUILD UP" WHEAT CEREAL

Crispy! Delicious! Crackling with all the nourishing goodness of wheat! PEP has more "builder-upper" vitamins than any other ready-to-eat wheat flakes cereal.

Only PEP supplies a full day's need of "Sunshine" Vitamin D in every bowl-

ful. Only PEP is twice as rich as whole wheat in Vitamin B₁. It contains iron too—essential for good, red blood.

So—for bone-growing, muscle-building, tooth-developing, energy-giving nutrients—serve delicious Kellogg's PEP with cool, fresh milk.



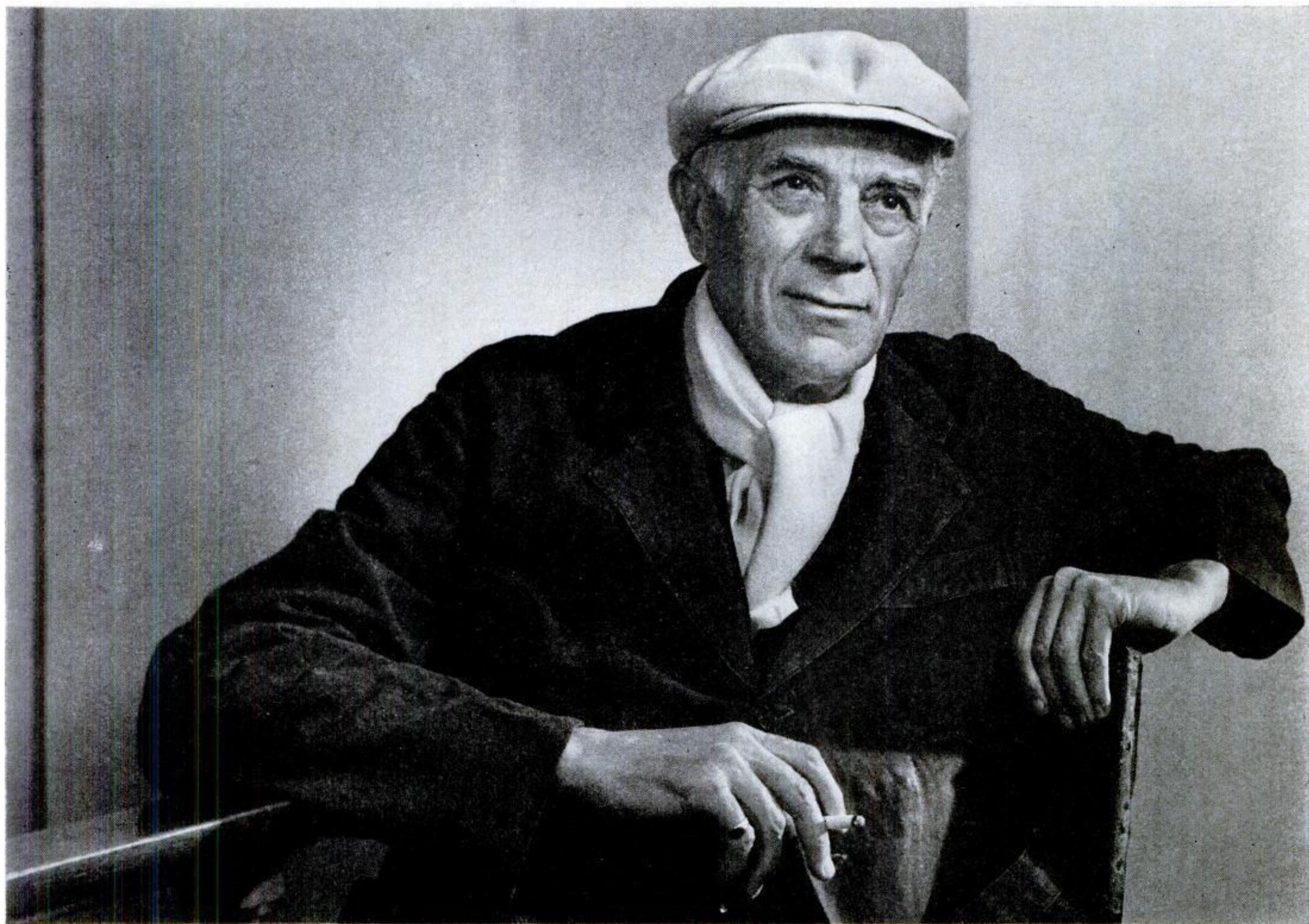


ARTISTS AND STATESMEN

Yousuf Karsh assembles a new portfolio of distinguished portraits

In recent years Armenian-born Yousuf Karsh of Ottawa has taken more memorable portraits of distinguished men and women than any other photographer of his time. His camera has focused on hundreds of politicians, captains of industry, generals and stage and screen people.

Recently he completed a new portfolio of famous artists and statesmen. Most of these men were photographed by Karsh on a recent tour of Europe; all of them are culturally or politically important in the world of 1950. On these pages LIFE presents eight of Karsh's best pictures.

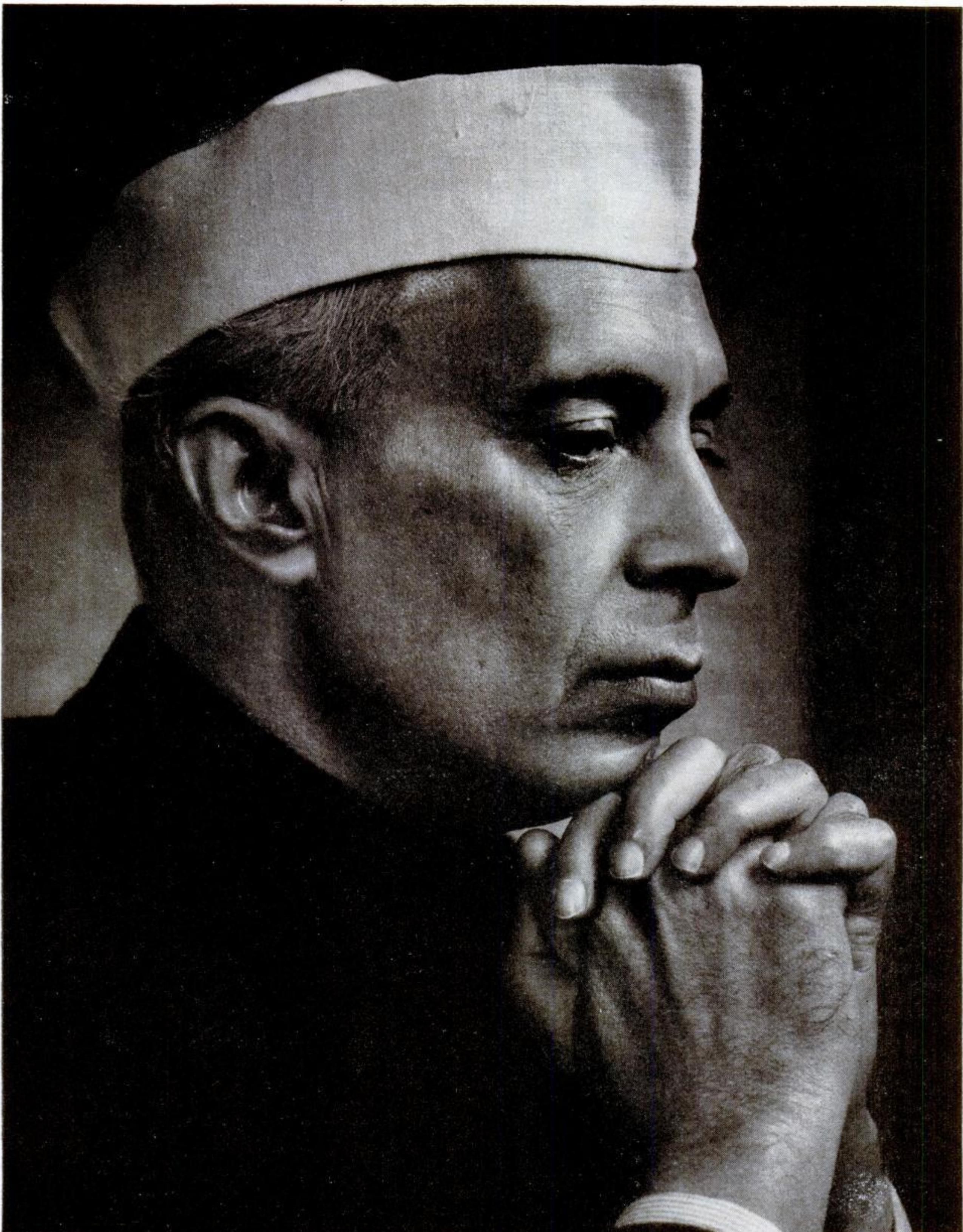


ALCIDE DE GASPERI

Statesman de Gasperi (*left*), 69, is Italy's prime minister, a frail-bodied, courageous man who booted the Communists out of his cabinet in 1947, then roundly defeated them in an election. He is also an unyielding anti-Fascist who once spent 18 months in one of Mussolini's jails. De Gasperi has simple tastes and little money; his salary check, which he occasionally forgets to take home, is always needed to pay the household bills. He has a prominent nose and a wide mouth that cartoonists find easy to satirize. De Gasperi told Karsh his biggest worry is Italy's overpopulation, and that he wished a home could be found for five million Italian emigrants.

GEORGES BRAQUE

Artist Braque, 68, is one of the four great modern French painters, ranking with Picasso, Matisse and Rouault. Unlike the three others, who are mercurial and sometimes rude, Braque is a jovial person with kindly eyes set in a rocklike visage. He was a little surprised when Karsh told him he did not want to make a portrait with his paintings in the background ("I want to portray the man, not his work"). This picture was made in Braque's neat Paris home, where the artist almost always wears a scarf and casquette. The cap is sometimes a black one, sometimes white like the one above. "It makes him look like an impish Paris urchin," said Karsh.

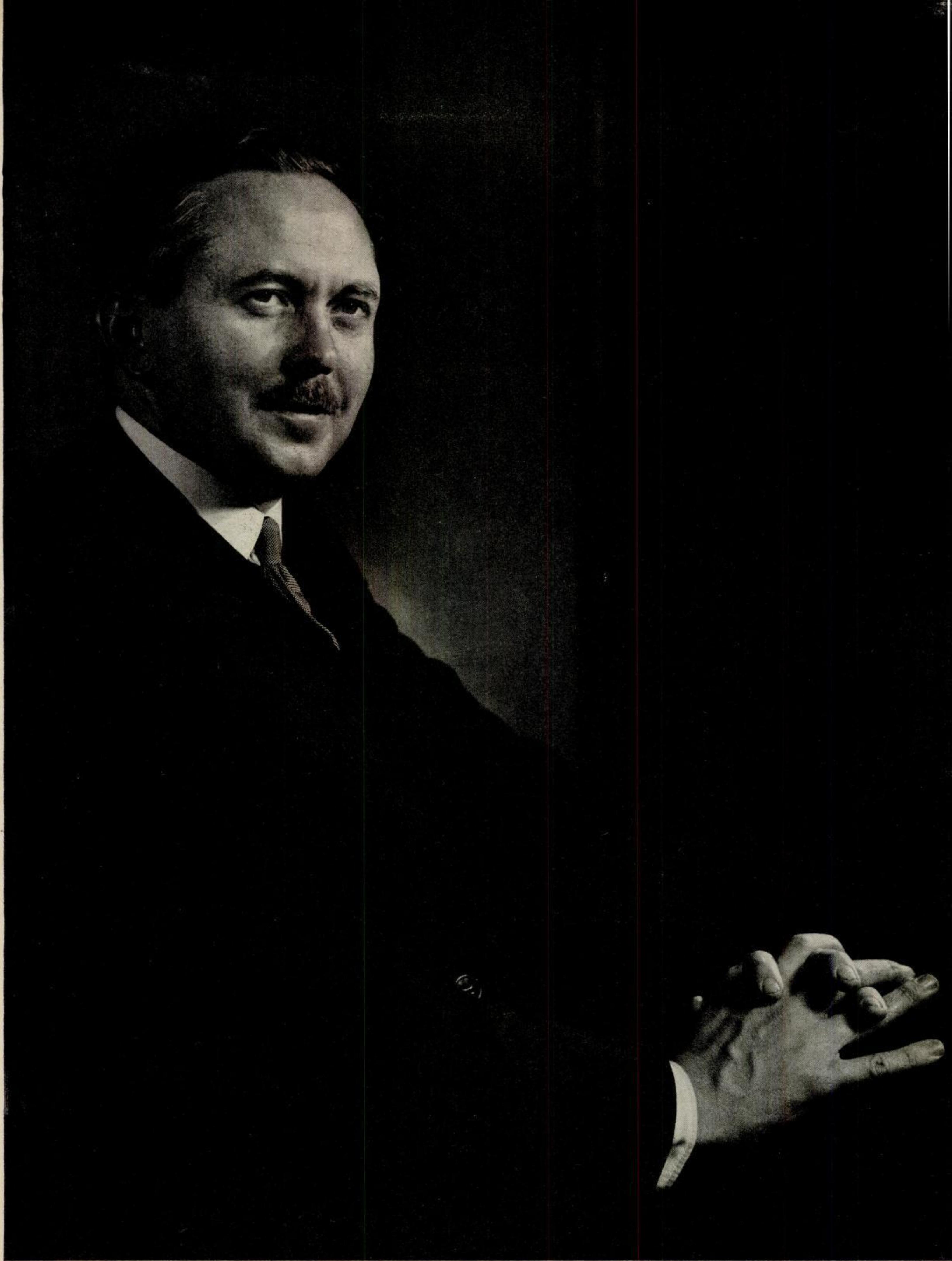


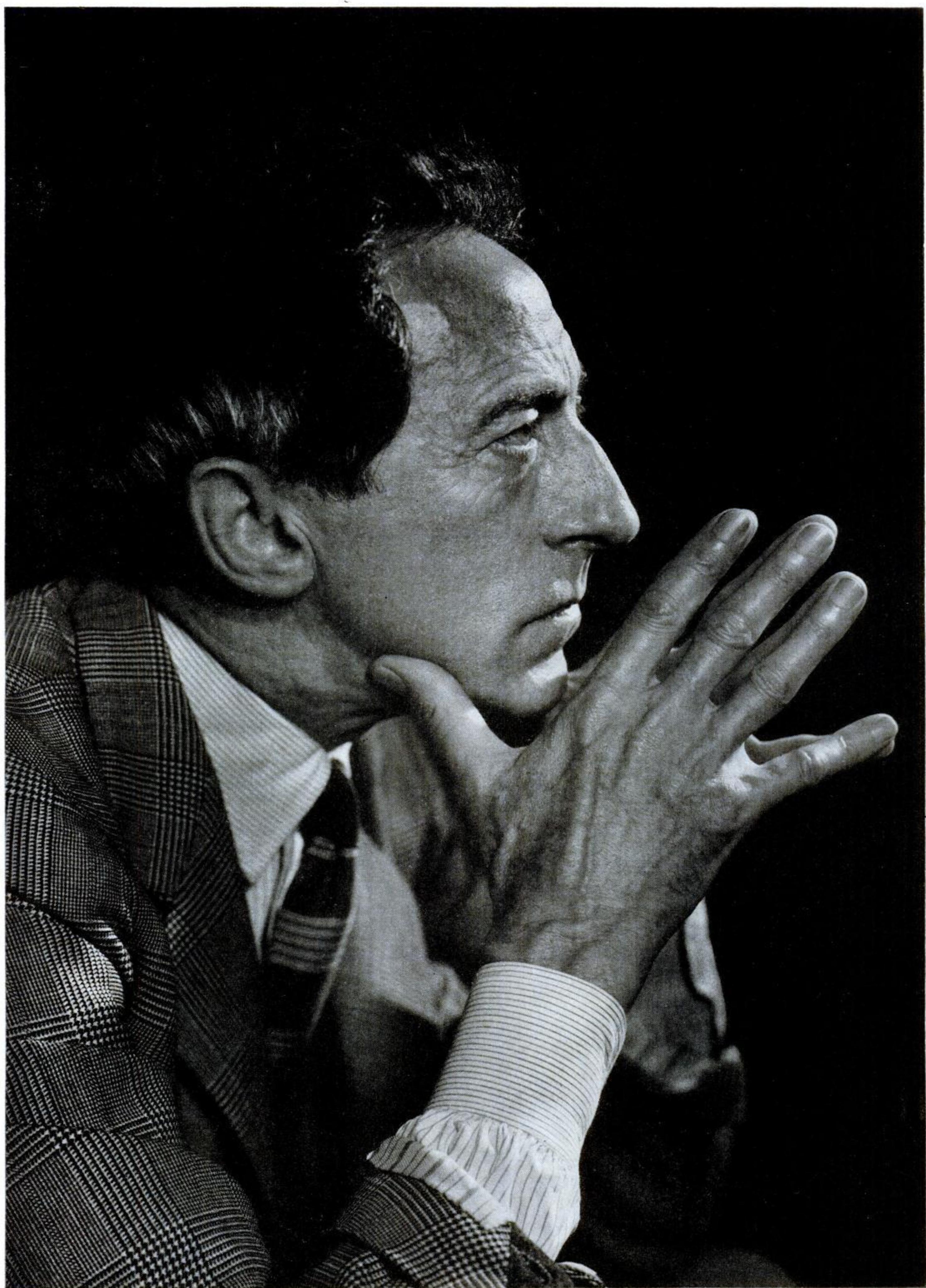
JAWAHARLAL NEHRU

India's Nehru, 60, prime minister of a country whose independence is only three years old, is the successor to Mohandas Gandhi and like him is held in reverent esteem by millions. Despite India's own fractious relations with neighboring Pakistan, Nehru since the outbreak of the Korean war has sought unsuccessfully, through appeasement of Russia's demand to seat Communist China in the U.N., to become a world mediator. This picture was taken in Canada, where Karsh was impressed by Nehru's "mystic serenity, his soft speech and unmistakable sincerity."

HAROLD WILSON

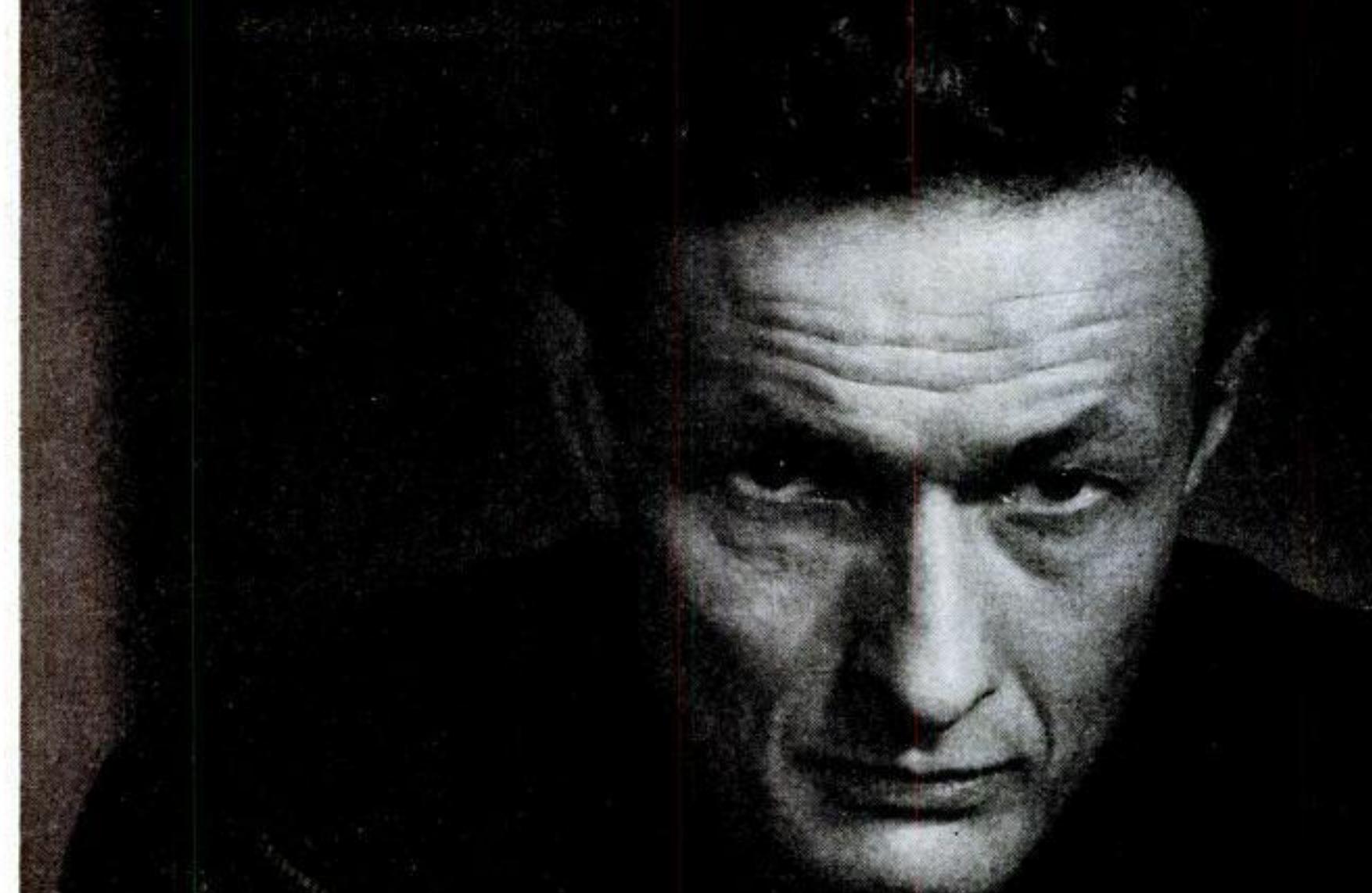
Britain's Wilson (*right*), 34, is the youngest member of the Labor Cabinet. A protégé of Sir Stafford Cripps, he is president of the Board of Trade, and his main job is to build up Britain's exports. A serious man, he gives away no government secrets to his wife. Last year she lavished seven clothing coupons on a dressing gown—not knowing that in a week that item would go off rationing. Recently Wilson shaved off the mustache shown here. His wife said, "He first grew it when he was a young man, to make him look old. Now he thinks he's quite old enough."





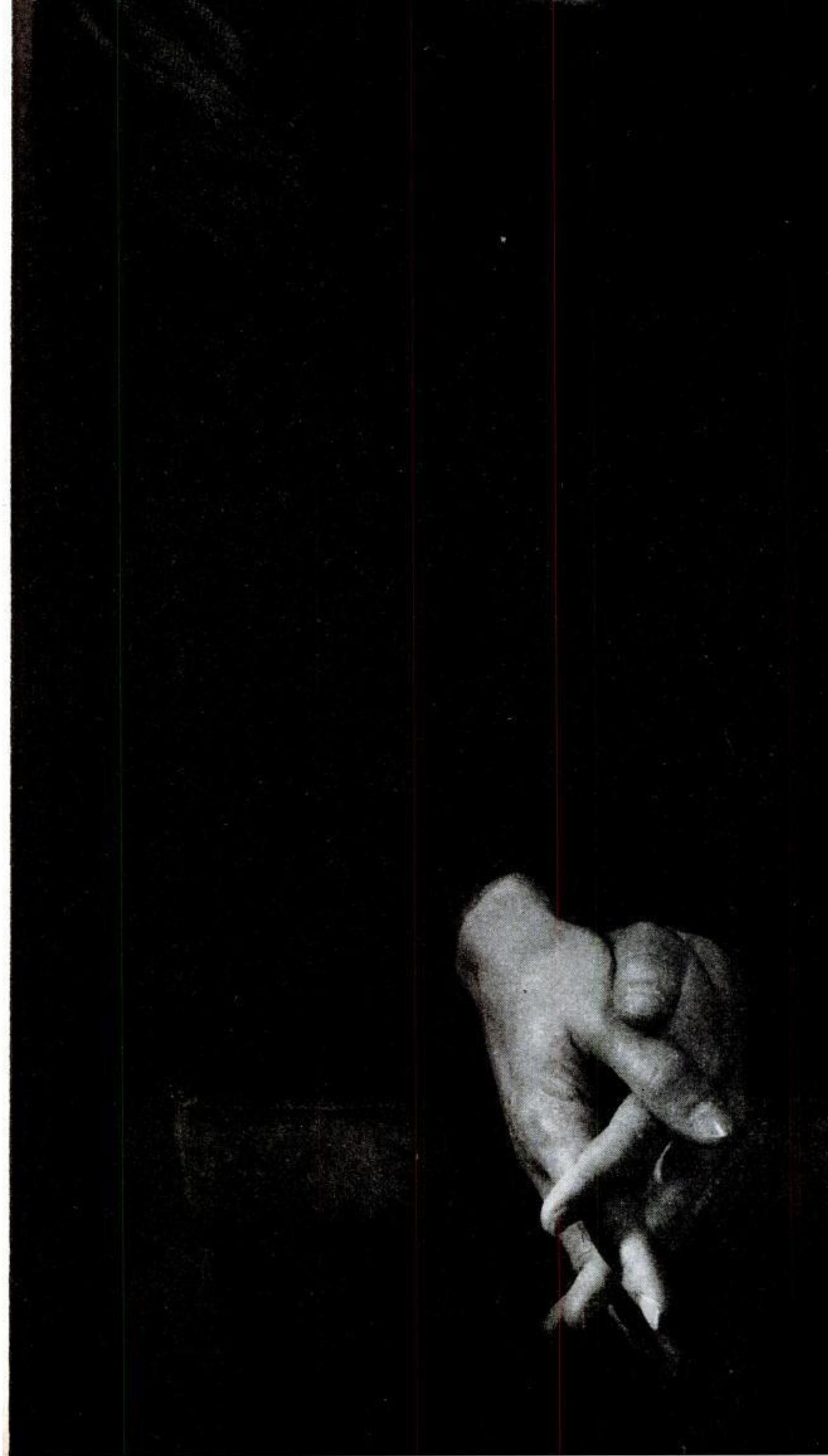
JEAN COCTEAU

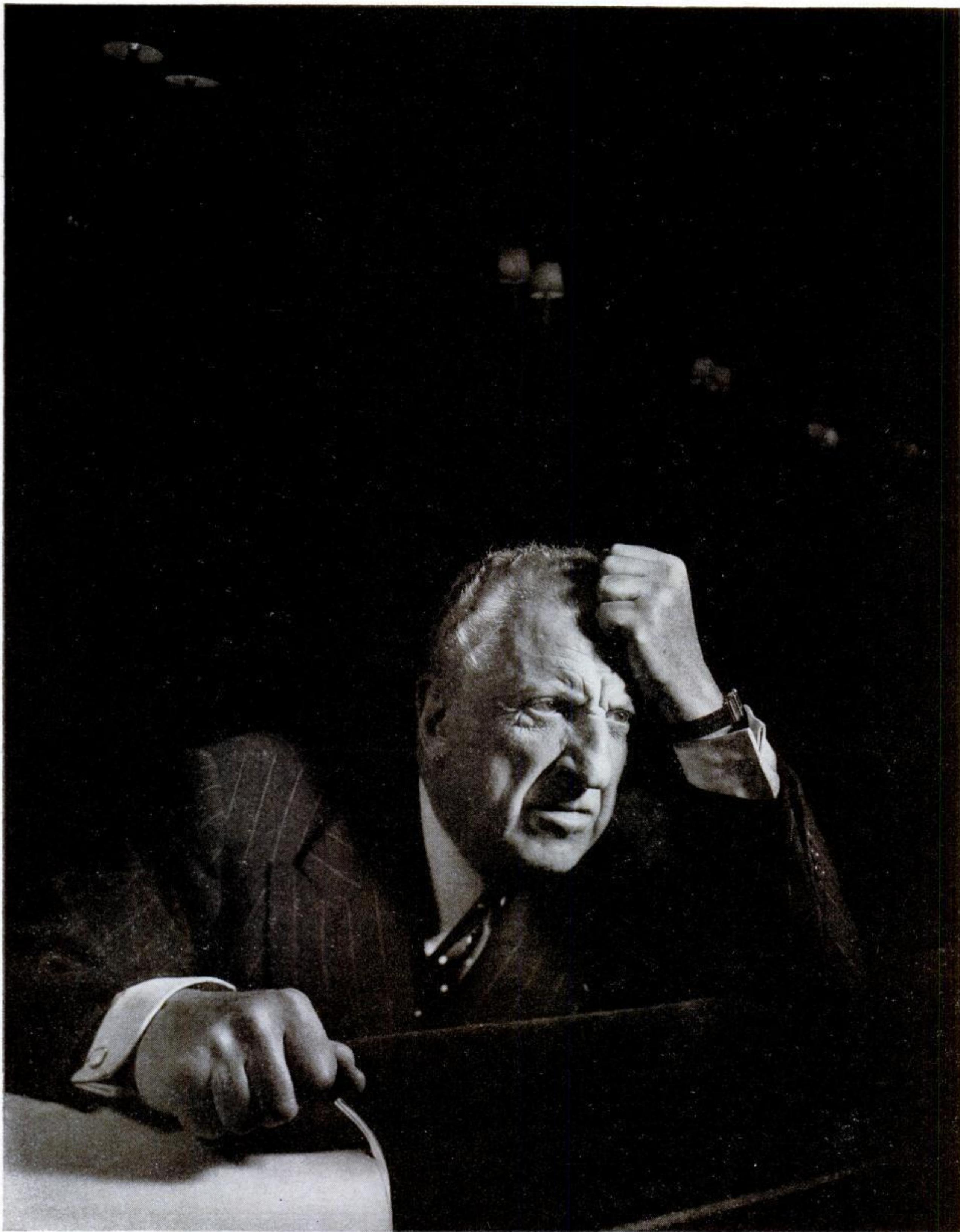
Author Cocteau (left), 61, is a jack-of-all-arts who for 30 years has been a top name among French literati. While no man to steady the French for these troubled times, he is a popular leader in the sense of being as much as anyone the cultural moderator of Paris. He has written three novels, besides an eruption of ballets and plays, one of which achieved the great distinction of being banned in Paris. His writing is almost irritatingly sophisticated, but he has attracted a huge coterie of admirers. He has attracted more with two surrealistic movies and recently adapted *A Streetcar Named Desire* for the Paris stage. A number of Cocteau's fawning young disciples trooped along when he and Karsh went to a friend's house to make this portrait. Karsh found that Cocteau, who criticizes actors for not knowing what to do with their hands, knew just what to do with his own. Dramatic and alive with a sensuous eloquence, they are arrestingly accented here.



JEAN-LOUIS BARRAULT

Actor Barrault (right), 39, is the most distinguished of the newer theatrical personalities in France. He led a revolt of eight leading players who resigned from the state-subsidized Comédie Française in 1946, then set up his own repertory company, a venture that proved highly successful. He is also a talented director, exploiting the technique of pantomime to maintain an almost wordless dramatic continuity. A critic reported from Paris, "Barrault uses the stage with such flexibility that at times he gets effects one would ordinarily think possible only on the screen." A movie starring Barrault, *Children of Paradise*, which was made during the war, had a successful run in the U.S. At the Marigny Theater, where this portrait was made in a promenade, Karsh found Barrault charming but highly nervous. He did not seem to know what to do with his hands. "He complained bitterly," Karsh said, "that they froze on him."



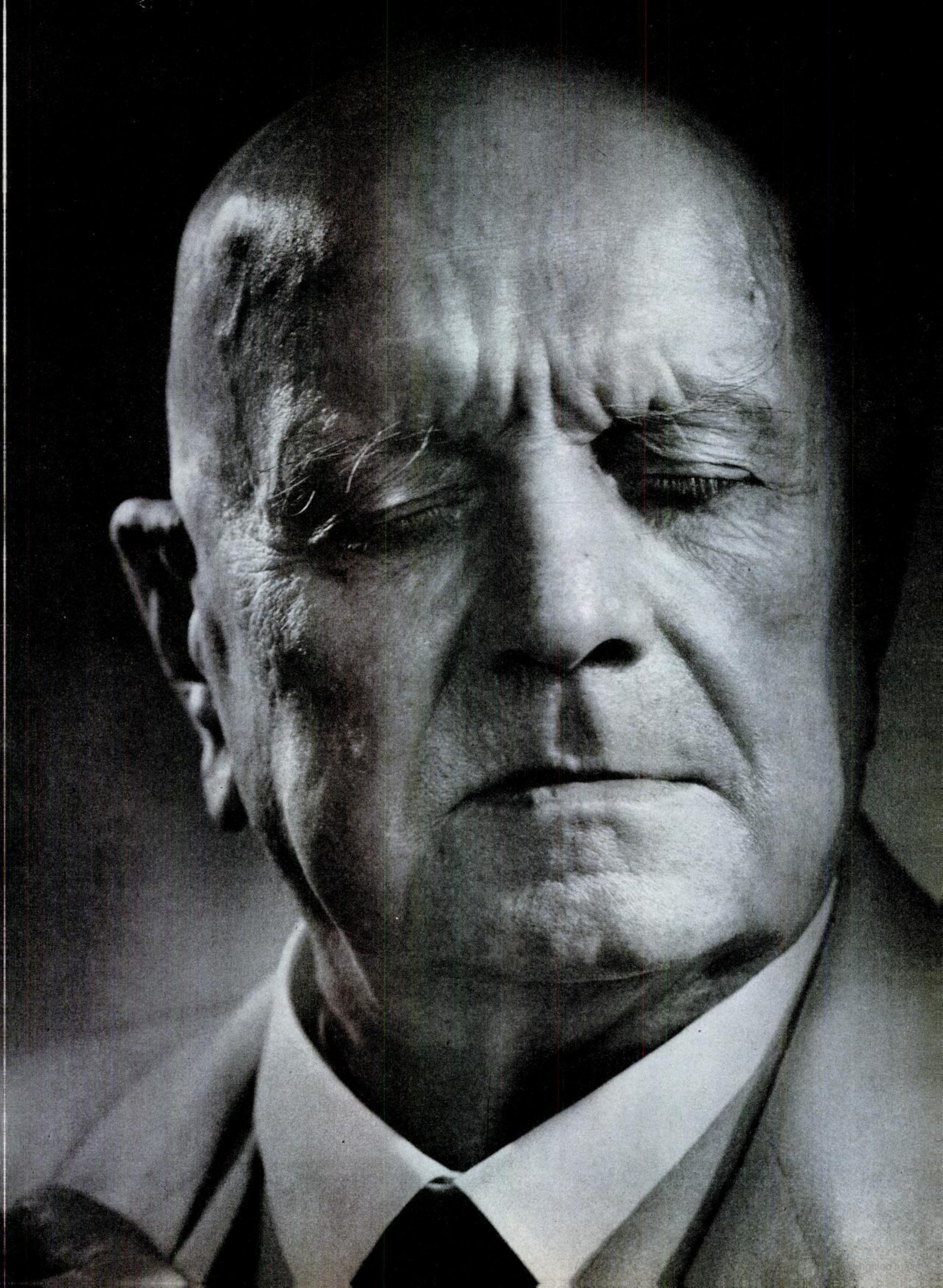


HENRY BERNSTEIN

Playwright Bernstein, 75, is easily the most durable figure of the modern French theater. In the past 50 years 29 of his plays have been produced, some of them coarse, some subtle, nearly all of them winding in and out of boudoirs. Now one of Europe's richest playwrights, Bernstein is also an incurable gallant who has survived 12 duels ("People are sensitive. They challenge me"). The picture above shows him in a damask-and-velvet box at his baroque theater in Paris. Karsh found him "very much the gentleman who has been, and still is, full of sex appeal."

JEAN SIBELIUS

Composer Sibelius (right), 84, is the venerated elder statesman of symphonic music. Now a virtual recluse at his home 30 miles from Helsinki, Finland, he is also the European whom Karsh wanted most to photograph. After an appointment was finally arranged through a friend of the family, he posed for two days, saying, "This is my last hope of having a good photograph." In this portrait, the great composer's proud face shows the same fierce dignity that he wrote into the thunderous tone poem *Finlandia*, which has thrilled three generations of Finnish patriots.



ADVERTISEMENT



1. AN AGREEMENT AND AN EARTHQUAKE launched Ford in the "Wild West." In 1903, Billy Hughson brought the first Fords to San Francisco. His agreement with the Ford Motor Company established him as the world's first Ford dealer. The San Francisco earthquake and fire of 1906 almost swallowed up Billy's new enter-

prise. But his few surviving cars did such impressive rescue work during the emergency that a flood of orders for Fords followed. Recently Hughson posed with Henry Ford II, President of the Ford Motor Company, in "Old 429," Billy's first sale. Its former owner traded the historic car to Hughson on a later model Ford.



2. FRIENDS TELL HUGHSON that he has enough satisfied customers to elect him mayor of the city. Like all Ford dealers, Hughson trains his men to be helpful, informative—never "high pressure." Over 300 Hughson "graduates" have opened friendly Ford dealerships of their own.



3. SERVICE is an important part of every Ford dealer's business. Knowing that trouble-free travel and economical operation make Ford owners anxious to "buy another one," Hughson checks daily with shop foremen to be sure jobs are handled promptly and efficiently. He has learned through experience that owners return to the place of business which serves them best.



4. HIS CHILDREN all married and settled, Hughson now lives with his wife in a comfortable hilltop apartment overlooking San Francisco Bay. Trophies, such as the Old Timers Cup, remind him of the avid interest in automobile racing he shared with his friends Henry Ford, Barney Oldfield, and Eddie Rickenbacker.



5. FRIDAY AFTERNOONS Hughson and his wife slip away in their '50 Ford to their 50-acre ranch in sunny Sonoma County close to where author Jack London lived. Here, Hughson supervises the haying, inspects his cattle, dreams of bygone evenings when he and London swapped yarns of Alaska where they hunted and fished together.

HE RODE FORD'S WAGON TO SUCCESS

World's first Ford dealer finds the good life sought by all Americans

BILLY HUGHSON is known around San Francisco as the man who lost 35 million dollars. That's how much he would have made if he had invested \$5,000 in the Ford Motor Company in 1903, as Henry Ford wanted him to do.

But young Billy Hughson had other ideas. With his \$5,000 borrowed capital he purchased the first carload of Ford automobiles to roll from the old Mack Avenue plant in Detroit. With them he launched a business and a life that no millions could make richer in happiness and satisfaction.

The road had its bumps, however. San Francisco's earthquake and fire in 1906 destroyed most of Hughson's cars as well as his personal property. Henry Ford himself came out from Detroit to assure Hughson that he would back him with all the credit he needed for a fresh start.

Although Billy Hughson is the oldest Ford Dealer, there are many, many, old-time Ford dealers who cherish the memory of the elder Henry Ford's personal friendship. Today there are 46 dealers who started with a Ford franchise before 1910, and are still actively in business as Ford dealers. Most of these men, attracted by Henry Ford's individuality and genius, went to Detroit to meet him and to see just what he was doing. At once they caught the spirit of his enterprise and shared his vision of putting America on wheels.

To distribute his cars, Henry Ford picked his men shrewdly and led them courageously. Good citizenship like Bill Hughson's was, *and is*, the keynote. It reflects the good *industrial* citizenship the Ford Motor Company constantly strives for.

It's all part of the basic Ford idea . . . to make and distribute the best possible products . . . in the best possible way . . . for the benefit of all.



6. A KIWANIS LUNCHEON is merely one in a week-long series of service organization meetings for Hughson. Holding important offices in numerous community groups, he shuns the limelight, quietly lends two-fisted support to children's clinics, cancer campaigns, and is often instrumental in raising funds for community-aid projects.



7. YOUNG IN HEART—with Ford still in his future—Billy Hughson is representative of the quiet success that has come to thousands of independent businessmen who have associated themselves with Ford as dealers. As one of the men who "put America on wheels," Billy Hughson knows that it takes a lot of growing to keep up with Ford.

IS FORMOSA NEXT?

It probably can be defended but Reds plan to take it—and all of Asia—eventually

by JOHN OSBORNE

In the past two months Mr. Osborne, senior TIME and LIFE correspondent in the Far East, has been in Manila, Hong Kong, Formosa, Tokyo, where he wrote this report.

OUT here in Tokyo we hear this week that the planners, pundits and masterminds at home are waking up to some of the facts of war and life in Asia. We hear specifically that the President's military and political strategists at the Pentagon and in the State Department have remembered that the Chinese Communists are still around, poised to take a drastic and powerful hand in the developing war for Asia.

This awakening to the obvious is very good news indeed. It is good news because to ignore or minimize the presence and the power of the Chinese Communists in Asia is to invite a disaster greater than the worst fate that could befall us in Korea.

Vital though the battle for Korea is to America's prestige and future in Asia, we will not win Asia in Korea. Nor will we lose Asia in Korea. We will win Asia—or lose it—when and where the Chinese Communists strike any one of the many bold blows of which they are capable right now.

During the past month I have cross-examined the most perceptive and some of the highest British, Chinese and American observers to be found out here. From these consultations two facts have emerged with striking clarity: 1) While they naturally do not form precisely the same appraisal of every problem now confronting the U.S. in Asia, on certain points of central interest to all Americans there is remarkable unanimity. 2) This unanimity reflects some significant differences between the view prevailing here and those which still seem to inhibit the making of our policy and the shaping of our strategy in Washington.

The most interesting point of general agreement here—and of difference with Washington—is so obvious that it seems trite. But it is not trite: it is simply so elementary, so axiomatic and so full of grave implications that the faint of heart at home seem unbearably tempted to dodge it. It is this fact: the Chinese Communists are committed to the conquest, by any necessary means, of all Asia. They are so dedicated, of course, in behalf of and by the will of the Soviet Union. But they are also so committed *in their own interest*. For quite apart from Moscow's direction and material aid, Chinese Communism has a might and a momentum of its own.

Evidence of this is at every hand. In the Philippines, for one example, the authorities know that alien Communists are hard at work, not only with the Huks but among the civil population and especially among the powerful and numerous Chinese community—and they know that the Communists in question are Chinese from the mainland of China. The voice of Communism that rings in Asia is not Stalin's voice but Mao Tse-tung's—plainly speaking for Moscow, but still an Asiatic voice speaking to Asians from the center of Communist power in Asia.

Chinese Reds are in Korea

THREE is also grim military evidence of this central truth about the war in Asia. In Hong Kong our authorities are told by Chinese informants—and believe—that Chinese Communists are present in Korea at middle and near the top command levels with the North Korean army. Whether this is true or not, it is certainly true that Chinese Communists have moved between 125,000 and 250,000 men to the Manchurian border of North Korea. A sizable air force is waiting

Seventh Fleet has the task of stopping invasion. Here is report on how it fights

by DAVID DOUGLAS DUNCAN

Mr. Duncan, of LIFE's photographic staff, during the past month has marched with the Army and flown with Air Force jets before going dive-bombing with the Navy.

THE dawn sky was gray, outlining our destroyer screen against the horizon as we dipped off the flight deck of the *Valley Forge* and started to climb. While we maneuvered into formation with the other attack bombers I watched seemingly endless pairs of jets being catapulted into the air as the big carrier plowed into the wind. These carrier-borne jets were to machine-gun and cannon the targets ahead of us, try to silence any flak positions that might chew up our slower bombers. Most of those fighter pilots also were hoping that they might intercept North Korean Yaks, or at least find some enemy planes on the ground. They had shot up a bunch of them a few days earlier while striking from the Sea of Japan against the supply trains, bridges, industrial plants and airfields that stretch from the 38th Parallel up the east coast almost to the Manchurian border.

My pilot was the squadron leader, Lieut. Commander Doug Hodson. But in his mind I didn't exist. All that mattered were those other bombers off his wingtips, the boys under each Plexiglas canopy, the various colored circles inked on his target map and the bombs cradled under the belly of his plane.

As the sky lightened and the formation wheeled and climbed for altitude, other flights of gull-winged Corsair fighters appeared overhead. They were our cover, hovering up there nearly out of sight where they too were probably praying that enemy fighters might try to cut through our bombers. We were headed for the Seoul-Inch'on-Suwon sector of the west coast of Korea, which had been overrun by the Communists, with orders to knock out everything moving along the railroad tracks, to bomb key tunnels and bridges and to strafe the airfields should any planes have reappeared on them. The pilots also had instructions not to attack targets along the roads where it seemed that local residents might be injured unless in destroying the target considerable loss might be suffered by the enemy.

"Summer cruise"

WHEN I had gone on jet missions a few weeks earlier it seemed that we had no sooner taken off from Japan than we were over Korea. This dive bomber strike, with its slower-moving, propeller-driven planes, gave me a little time to think over the things I had talked about with the young men back on the carrier. Only a month ago these men were plowing leisurely through the Pacific waters on a typical Navy "summer cruise." Most of them were untrained, many fresh out of Annapolis and hardly any had any combat experience. They were well trained for working off a carrier, of course, but only the senior officers had been "in" during World War II. It was they who had to polish the youngsters' fighting technique and lead the fighting and bombing groups on each mission. As I looked back at the carrier, the heart of the Seventh Fleet, indeed the heart of U.S. naval forces in this area at the moment, the *Valley Forge* already looked warlike and purposeful as she drove into the morning mists over the Yellow Sea. We had talked much about this new war back on the carrier, but the perspective had not been the same when I stood in the tunneled labyrinth of her insides or listened to the wind playing across the wings of her huddled planes on the immense flight deck. Up here now, looking out across the Yellow Sea, which was not yellow but dark and sullen, I could appreciate the magnitude of the order the President had given this little force of men, ships and planes. Their "front" extended from



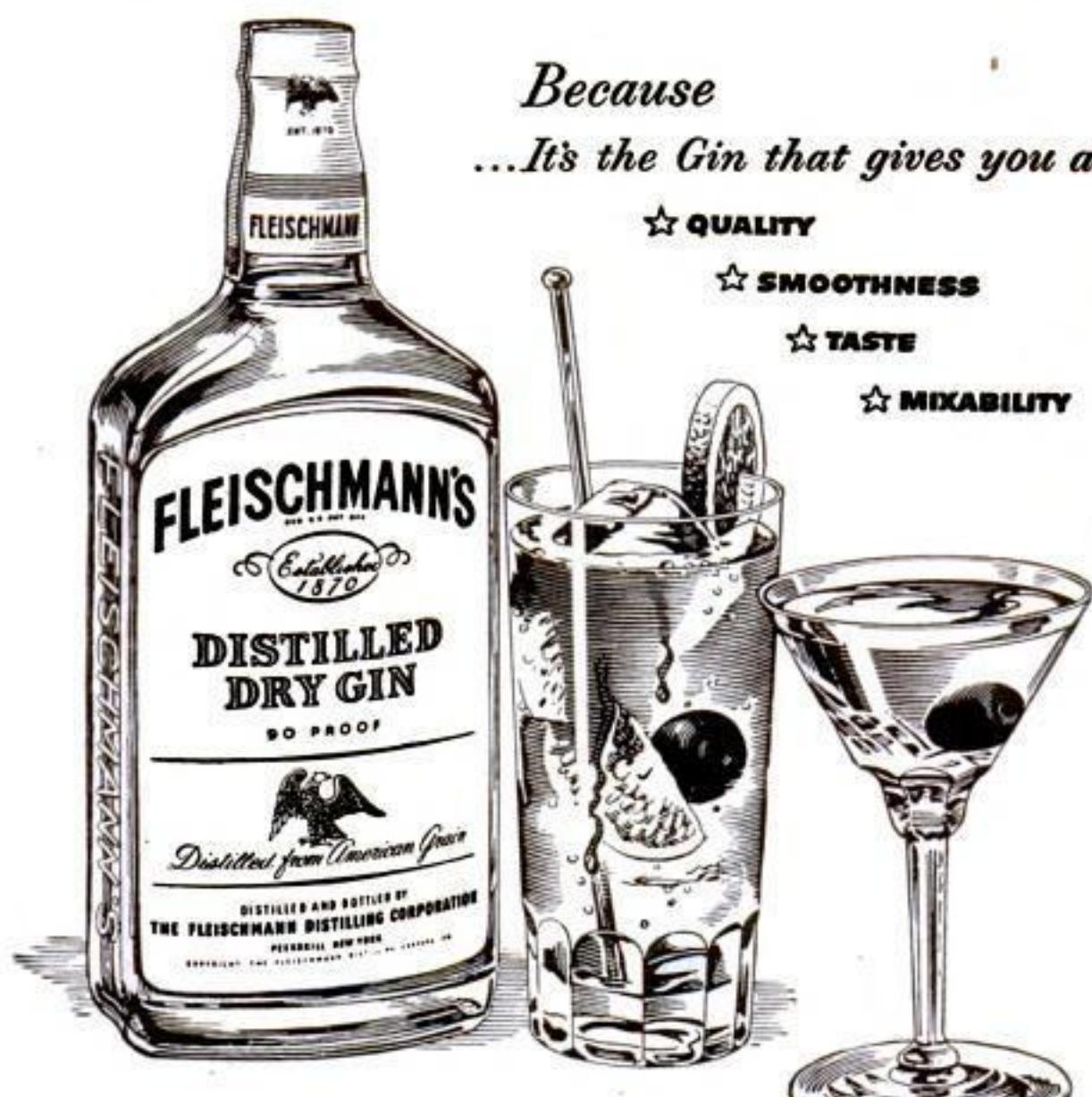
AS JETS COME HOME from Korean mission, the *Valley Forge*'s landing signal officer watches a Grumman Panther settling down on carrier deck just before

arresting gear catches hold. Armed with four 20-mm cannons, the potent Panthers can carry two 1,000-pound bombs and tuck six rockets under their wings.

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FIGHTING "VACATIONERS," on summer cruise only a month ago, gather in the ready room of the *Valley Forge* for briefing before a mission. In center,

OSBORNE CONTINUED

in Manchuria where it can strike our own ground, air and naval forces in and off Southern Korea.

Where, after Korea, will the might and momentum of Chinese Communism next be felt?

Neither responsible officials nor responsible reporters out here are making any flat prediction. For the Chinese Communists have the power and the position to allow them to strike in any direction in Asia's heartland—at Hong Kong, at Indo-China, at Malaya, through Siam or even into Burma.

If one possible threat stands above all others here, it is Indo-China. This, of course, may be the result of sheer habit, which influences military calculators as powerfully as any others. Indo-China has been at the top of everyone's list right along and has been moved down only a notch by events in Korea.

And there is Formosa, which the Seventh Fleet has been ordered to defend.

Weighing the strictly military factors in this perilously balanced equation, some of our best-informed authorities out here doubt that the Chinese Communists will try to take Formosa *now*. They doubt it because they think it would be a vain attempt. There is fairly complete confidence that American naval and air forces now available in this area could, with the help of the Chinese Nationalists, defeat any full-scale invasion the Communists are likely to mount. This, however, is far from assuming that the Chinese Communists have meekly decided to obey Mr. Truman's *diktat*.

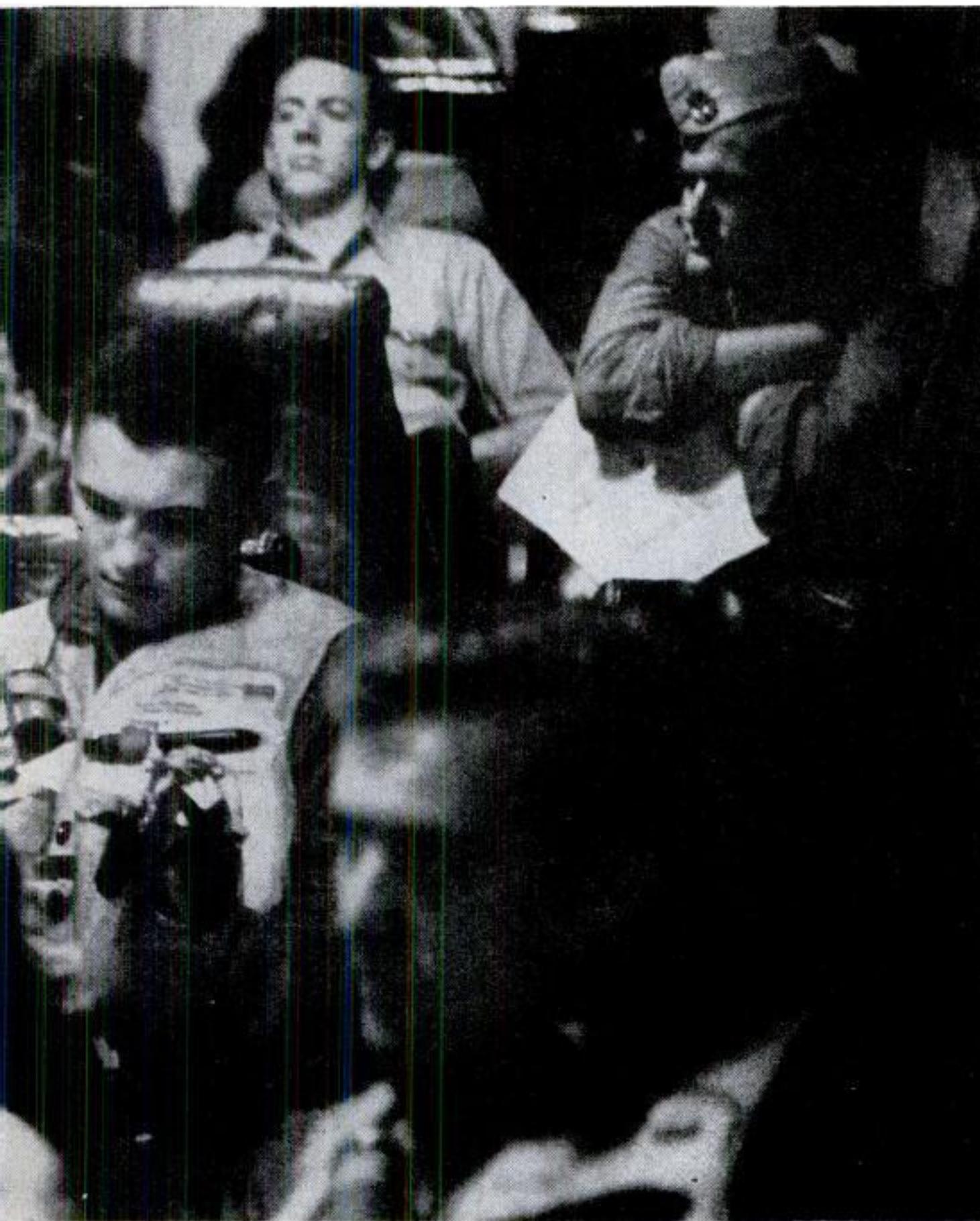
There is striking unanimity—among British, Chinese and American intelligence sources—on some key points regarding Communist strength. Chief among these are the following:

1. The Chinese Communists have never for an instant slackened their preparations for invasion of Formosa. Their troop concentrations on the invasion coast now are estimated at more than 100,000. They are still building military roads from inland supply points to likely points of take-off for Formosa.

2. The Chinese Communist air force is said to consist of some 300 fighter-bombers and 100 medium bombers from Russia. It is in readiness on fields whence it can strike at either Formosa or Hong Kong—or provide a fairly effective air cover over the Strait of Formosa.

3. There are constant reports of concentrations of junks, including

CONTINUED ON PAGE 89



looking down, is Ensign Don Stephens of Painesville, Ohio, whose strafing run, Duncan describes in his story. Stephens became first carrier casualty of the war.

DUNCAN CONTINUED

Korea down to Formosa, and while immediate targets presented themselves below the 38th Parallel, potential—and potentially greater—targets were taking shape down along the China coast across from the last outpost of Chinese resistance on Formosa. How would they be able to do it? They had done magnificently up to now. They had transformed themselves from "vacationers" to fighting men and had hit the enemy with their planes in only eight days. But if hundreds of low-lying bobbing, hard-to-hit Communist junks came pouring out into Formosa Strait? Could the Seventh Fleet's dive bombers get enough of them?

Suddenly my plane wagged its wings as a signal and Hodson put her into a 70-degree, shrieking dive. We had reached the first target. For the next hour and a half I did little but hold on to the narrow handgrips alongside the radar scope in my cockpit in the plane's tail while that scarfaced demon in the cockpit went completely mad. We no sooner pulled sickeningly up out of one dive than we arched over into another. I never saw where we were going and rarely even where we had been, but each time he let go with another bomb I knew it; the whole plane shuddered during the pull-out and I could smell cordite from the little booster charge which shot the bomb down and clear of our propeller. Once in the interphone I heard him chuckle to himself, "*Oui, oui, señor, got me a telegraph pole.*" With horror I thought he meant he had gotten the pole with his wingtip, but looking out of my window I could see that the wings, for some reason, were still fastened on. He was talking about his bomb.

Once I did actually see the target—a tunnel with the tail of a freight train betraying the engineer who no doubt thought himself extremely clever and well hidden. Poor miserable ostrich. Hodson just spun around, got a quick bead on the caboose, then rammed down the throttle as he went thundering just over the rails. With a frisky little hop he yanked the plane through the grass covering the hilltop over the tunnel, then for the first time lazily banked around in a wide circle. Nothing happened for a moment; then the delayed fuse let go and both ends of the tunnel erupted with a wild conglomeration of rocks, kindling earth and smoke. Doug Hodson had skidded his bomb right into the tunnel alongside the train.

Finally, with his own bombs spent, he took the plane up to around

CONTINUED ON PAGE 86

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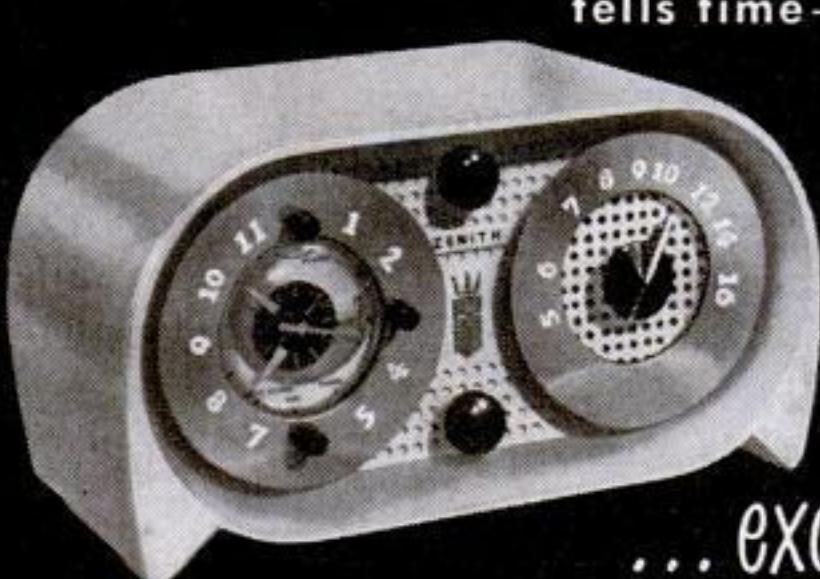
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a thousand feet, where he orbited over bridges, more tunnels and a badly beaten up supply train while his boys gave them the works. He called the targets and the kind of explosives to use on each one. He was the roving quarterback of his team and I had never seen a strike run with such control. He even surpassed that day earlier in the week when he and his bombers fell upon an airfield hidden far up in Northern Korea, destroyed more than a dozen fighters camouflaged alongside the runway, then went on to ignite the sprawling oil refinery at Wonsan.

We were nearly ready to head back to the carrier when one of the nearby pilots, Ensign Don Stephens, tried a strafing run upon a large truck. But he held his fire until the drafted South Korean laborers could escape. He never pulled back out of his dive. No one knew whether the ground fire got him or he "blacked out" for good. He was listed as killed. He was the first carrier casualty of the war.

Back aboard the *Valley Forge*, I looked with mixed feelings at the stubby figure climbing down from the cockpit ahead of me. Hodson disappeared up the ladder to report to the man running the carrier operation, Rear Admiral John M. Hoskins. Seeing them together for the first time, I tried to read what went on in the minds behind these war-beaten faces. Hodson, the battered World

War II product with marks of every year in the cockpit cut deep into his forehead. The admiral, "Uncle John," who was launching our fighter-bomber strikes at targets all over the North Korean map. Together these two reflected the effort being spent in shaping the crew into combat-wise veterans. Watching now as they wearily rubbed off the little colored circles from the target map, I wondered whether Hodson's bloodshot eyes really saw the map, or whether they were again watching the lowering dive of his boy that afternoon. And the admiral—I wondered whether he really saw the map, or was he lost in the picture of his carrier surrounded by the spreading forest of unidentified periscopes which his radar men were reporting daily? Or did he have a daydream of his modern carrier force locked in battle with an endless flow of ancient junks, pouring forth from some hidden spring over the horizon, bound out for Formosa?



THE FLEET GETS READY as antiaircraft guns are loaded. Although enemy planes did not attack off Korea, fleet now holds wartime target practice.

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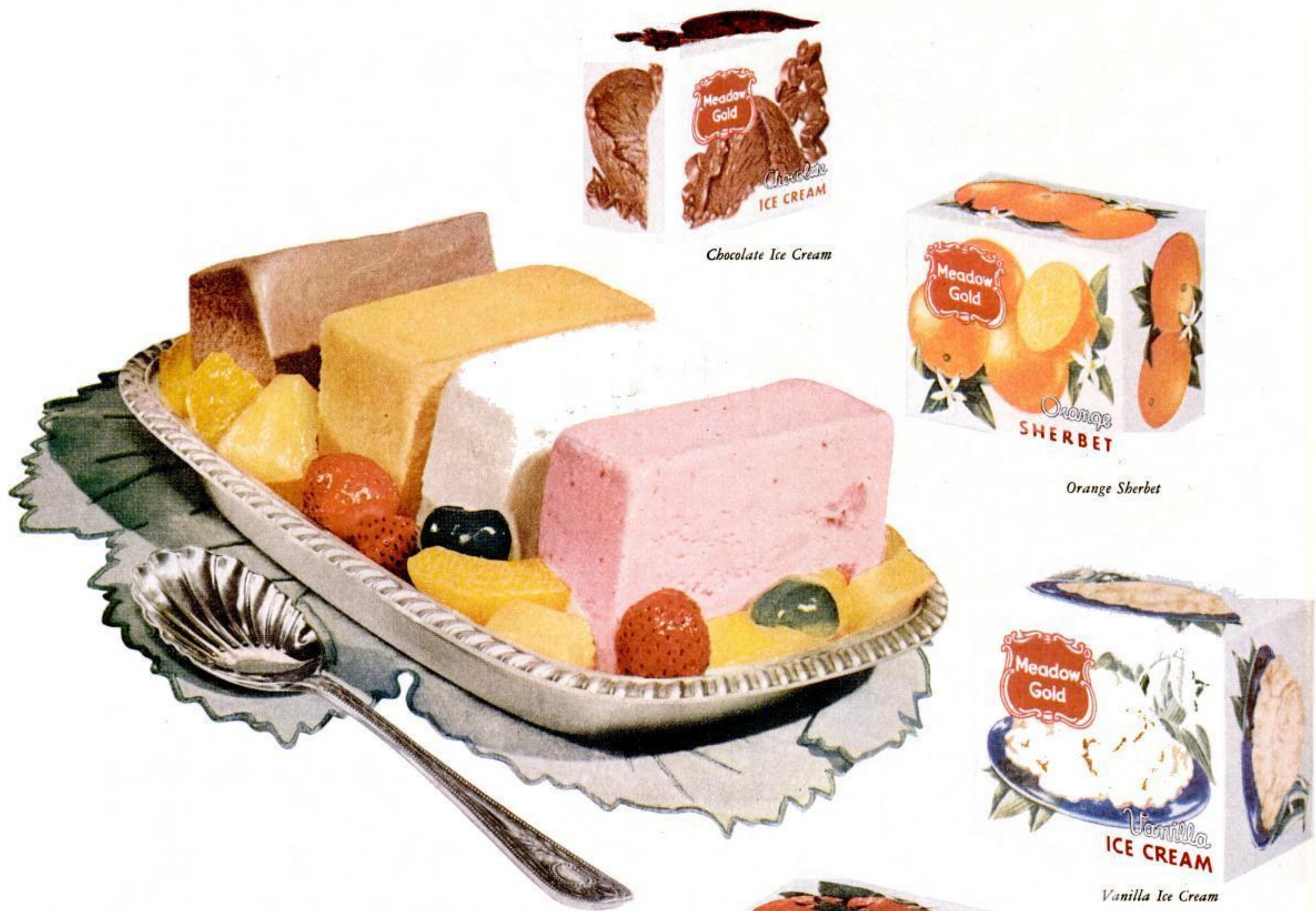
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hundreds of motor-driven vessels, at ports certain to be used when and if an over-water invasion is attempted.

It is well worth noting that a lot of the foregoing information comes from the Chinese Nationalist air force. Until President Truman's first statement on American intervention immobilized them, Chinese bombers were conducting almost daily reconnaissance of the mainland coasts off Formosa, while bombing any unusual concentrations of junks they found. Officially, both reconnaissance and bombing are now forbidden. The Nationalists attach great importance to Quemoy and neighboring "Little Quemoy" Islands, just off the mainland en route to Formosa. They have substantial troops and airstrips on Quemoy but because of President Truman's order they have not been supplying them or keeping in proper contact. Any air or naval operations supporting these island positions are still officially under interdict. So, at least, Truman's statement was interpreted to the Nationalists. Thanks to their own protests this situation has been unofficially corrected to some extent, evidently none too soon. I am informed direct from Taipei that the Communists have already landed between 1,000 and 2,000 troops on a small island near Quemoy. The Nationalists are explicitly forbidden to use the few islands remaining to them for anything but passive observation and defense. In short the official position of the American government is that the Nationalists can stay on these islands if they wish, can fight for them if necessary, but cannot use them for any operations which would impede the Communist attacks before those attacks actually start. The islands along the mainland obviously are invaluable advance positions for both reconnaissance and harassment of the mainlanders if their proper use is permitted. But perhaps the most important factor is the simple presence of Nationalists so near the mainland. It is this above all that the Communists fear and cannot tolerate.

For one thing—and an important consideration it—whatever our State Department has thought and apparently still thinks of Chiang Kai-shek and the Nationalists, the Chinese Communists do not underestimate him. It is true that many experienced observers think that Chiang has no real prospect of returning to the mainland. But it is evident to anyone who follows the almost daily diatribes against him and the threats against Formosa on the Chinese Communist radio and in the Chinese Communist press that he and the Nationalists are still mortally feared and mortally hated by the mainland Communists.

What are the prospects if Formosa is attacked?

It can be turned back

THE answer of our thoughtful senior naval officers, without complacency or cockiness, is that any over-water invasion now foreseeable can probably be turned back and defeated—if the U.S. Navy continues to hold its air superiority over the Strait of Formosa. Right now this air strength plus that of the small Chinese Nationalist air force seems more than a match for known Communist air forces in the area. However well founded the belief, the Chinese on Formosa assume rightly that they may some day have to fight for their island on the island. In this event, what are their capacities and chances? My own observations, plus the best guidance I could get from informed Chinese and Americans there, suggest the following appraisal:

Coastal defense: So far as fixed defenses go, they look good. But here, as throughout the Nationalist defense setup, there is a serious shortage of ammunition.

Nationalist army: It numbers half a million, and is better than any the Nationalists have ever put in the field. There is a will to fight in the ranks that is new to Chiang Kai-shek's armies. But there are debilitating shortages—of shoes, of ammunition, of food. Also the army is very short of the equipment needed to be fully mobile.

Air force: Its morale is high (though not as high as it was before President Truman's order. Idle Chinese airmen go sour as quickly as any others). It is fairly well off for first line planes, but its replacement and maintenance situation is frightful. I was told two weeks ago that with no defensive operations it could keep its present force in the air for about six months. If it had to face only standard aircraft it could sustain an effective defense for perhaps three months. But if it has to meet Soviet pilots in Chinese uniforms and the modern Russian jets known to be in Southern China, it probably could not sustain combat for more than a week. Now, for both air forces and other services, this prospect is improving. In the past two weeks the Nationalists have suddenly been allowed to buy, with their own depleted funds, things they were forbidden to buy in America as recently as three weeks ago. So time is on their side—if they have the time.

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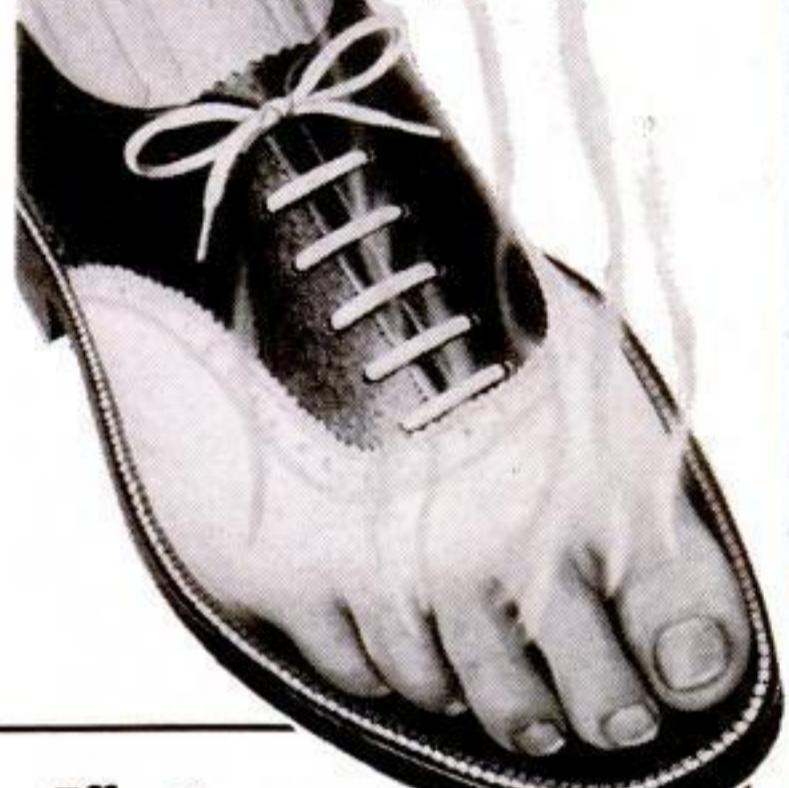
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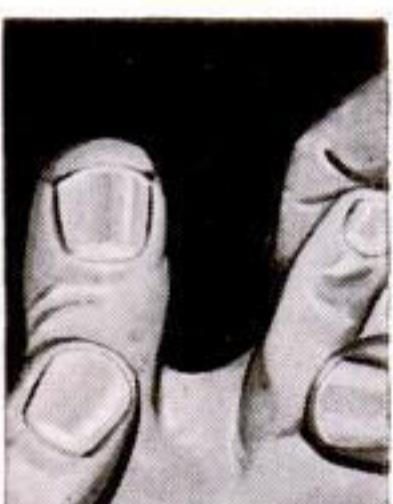
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The Chinese navy: Its morale is tops—this has been demonstrated by its brave defense of Hainan, its effective blockade operations (also suspended by President Truman) and its close patrol of Formosan waters. But its ships are few, small, wearing out. Its ammunition supply is low but this situation should improve now that the Chinese can buy from the U.S.

It looks at long last as if Americans may be headed toward meeting at least a part of their opportunities and responsibilities on Formosa. There are signs—inconclusive and far from sufficient, but promising—that our military representation is to be beefed up both in rank and numbers.

And—who knows—perhaps General Douglas MacArthur may find time and have the necessary authority from Washington to take a powerful and improving hand in our position on Formosa.

But another unpleasant prospect lies over the Western horizon. Let us suppose the Chinese Communists settle for something less than invasion. Suppose they act upon the alarmingly plain fact that with a few hard, fast in-and-out air strikes at the Formosan capital of Taipei, and at the island's principal ports of Chilung and Kaohsiung, they could make a pathetic mockery of Mr. Truman's "guarantee" of Formosan security.

Pondering this gloomy possibility, some Americans have tried to console themselves by murmuring darkly about typhoons. In Taipei, Chinese commanders do not share the solace our weather analysts have devised for themselves. One Chinese air force colonel on Formosa, when typhoons were mentioned, threw back his head and roared with laughter. "Typhoons!" he said. "We've been flying over them and in them and through them for years. We were doing it this summer until you grounded us. Typhoons! only fools would depend on typhoons to hold back the Communists!"

Assuming that Chinese Communists do try their swift air strike, what can the Americans do about it? The tersest answer I've gotten is: "Not a damn thing." Their blows delivered, the Communists could quickly withdraw their air forces deep into the mainland where our bombers could hardly reach them—even if we had any to spare from Korea.

The blunt truth is that all this speculation, even from the most venerable experts, is made terribly tenuous by one fact: the Chinese Communists may not figure possibilities and risks as we figure them. "Never forget that they are Communists, and they are Chinese," I was warned in Hong Kong by an American of long wisdom in the ways of Asia. "Obstacles that would stop us cold won't stop them," he went on. "They are on their way, and they are capable of trying anything—anything!"

They are on their way. This is the critical truth about the Chinese Communists today. A lot of guessing—as fancy as it may be futile—can be made about their precise itinerary, their exact timetable. The time might better be spent facing and weighing the simple fact that only the persuasion of force can be eloquent to them. They find Formosa maddeningly in their way. They cannot and dare not ignore this last haven of Chiang Kai-shek and the Nationalists—and this first show of a U.S. will to deny Chinese Communism free passage to all Asia. Be it this summer, this fall or next spring—the force of this U.S. will is almost sure to be given the toughest test Mao can devise.



CHINESE TROOPS on Formosa sharpen up marksmanship (background), while others wait, in little rows, for their turn at the small supply of targets.

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PROVED IN THE SOUTH PACIFIC



MOSQUITOES HATE SKAT

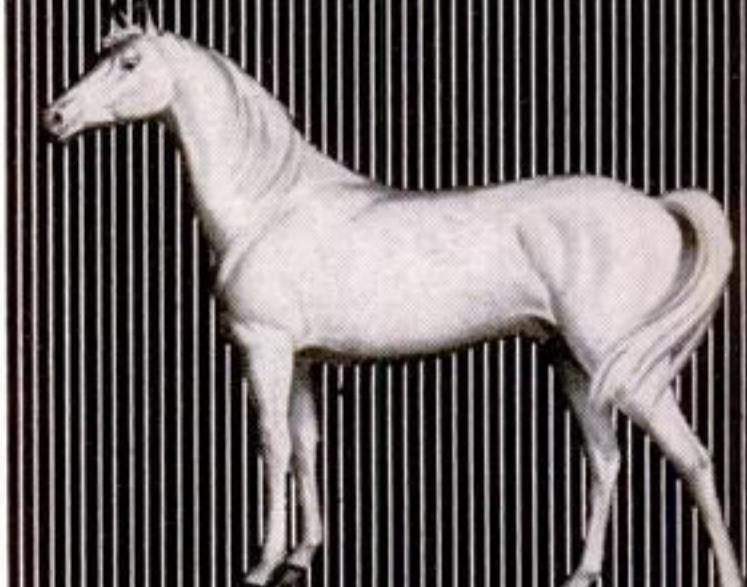
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The closing of The Button Box

EMILY WATKINS, neat, trim and sixty, climbed up the ladder, looked at the sign a little irresolutely for a moment and then said, "Honest, Abby, I hate to do it!"

Her sister smiled up at her and said, "I know, Emily, but we've got to quit sometime. Let's take it down . . ."

And that is how the Button Box was closed.

It had been opened thirty-odd years before by Emily and Abby Watkins, just a year or so after their parents died. The girls, then in their late twenties, were unmarried. Their money inheritance was small, but they had a rich talent for needlework. And so they converted the living-room of their home into the Button Box. Dressmaking and alterations. Hemstitching a specialty. Pleats and buttonholes carefully made. Together, they had done well.

But there was always the worry, as the years went on, as to what would happen to either Emily or Abby in case the other—well, they had seen death before, and had learned that it leaves many painfully practical problems.

It was Sam Thomas, the New York Life agent in town, who had worked things out for them. A simple arrangement, really. So much out of the earnings of the Button Box for life insurance policies for both Emily and Abby, each naming the other as beneficiary.

And, as is so often the case when people stop worrying about the future, Abby and Emily Watkins lived on . . . and enjoyed both useful and contented lives.

The time had come, now, when they would be able to enjoy the income from the policies Sam Thomas had written for them years before.

Emily Watkins lifted the weathered wooden sign from its bracket on the side of the house. She looked down at her sister and said, "Know what I've been thinking, Abby? I was just wondering if we shouldn't write Sam Thomas a note and tell him how glad we are that everything has worked out this way . . ."

Abby smiled and said, "Wrote it this morning, Emily. Want to look at it before I drop it in the mail?"

NEW YORK LIFE INSURANCE COMPANY

51 Madison Avenue, New York 10, N. Y.



Naturally, names used in this story are fictitious.



For a carefree vacation...



FOR RAILROAD TRAVEL AT ITS BEST

Go Pullman

COMFORTABLE, DEPENDABLE,
AND-ABOVE ALL-SAFE!

© 1950, THE PULLMAN COMPANY

FORMOSA CONTINUED



FORMOSA IS A LAND OF RICE AND RIOTS

The island of Formosa has always been a beautiful, troubled place. Through the 17th, 18th and 19th Centuries the island's mountainous, green outline was the most dreaded landfall of the South China Sea, the hiding place of Chinese and Japanese pirates who swept out upon any ship that came within sight. Ashore in the island's interior, the head-hunting tribes of Taiyals and Bununs roamed at will. It averaged—and still does—300 earthquakes a year. In 1895, after the first Sino-Japanese War, Formosa went under Japanese domination. Although the Japanese stimulated industries and built highways, native Formosans chafed under "foreign" rule. During World War II the U.S. had to bomb Formosa to reduce the Japanese threat against the U.S. flank on the way up to Japan. At war's end the island was given back to the Chinese.

Today Formosa's 14,500 square miles (less than half the size of Maine) are jammed with seven million natives and nearly a million Chinese refugees. In a hot, malarial climate better adapted to its large rice harvest (which reached 1.2 million tons last year), industries are nevertheless being revived by the \$20 million that the U.S. has already invested through ECA. But the island is still primarily agricultural with mile after mile of paddies, tea plantations and peanut fields rising on tabled hillsides, and its natives still speak with accuracy when they call their land, instead of Formosa, "Taiwan," the ancient name which means "terraced fields."

Formosa is a highly strategic spot from the point of view of Communists or non-Communists. One hundred miles off the mainland, it lies athwart any sea route out of Southern China and in the path of any Communist fleet headed from Shanghai to Indo-China or Burma. But Formosa, it also happens, is only seven hours by bomber from Tokyo, and so near the Philippines that the Japanese used the island as a base for their attacks against MacArthur on Bataan.

RELIEF

from discomfort of
**ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS**

due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick! You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 **ANTACID**—relieves sourness, gas and heartburn promptly.
- 2 **LAXATIVE**—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 **PLEASANT**—as a glass of sparkling, bubbly soda water!



*Take
Good-tasting **ENO***

MAJORITY VOTE

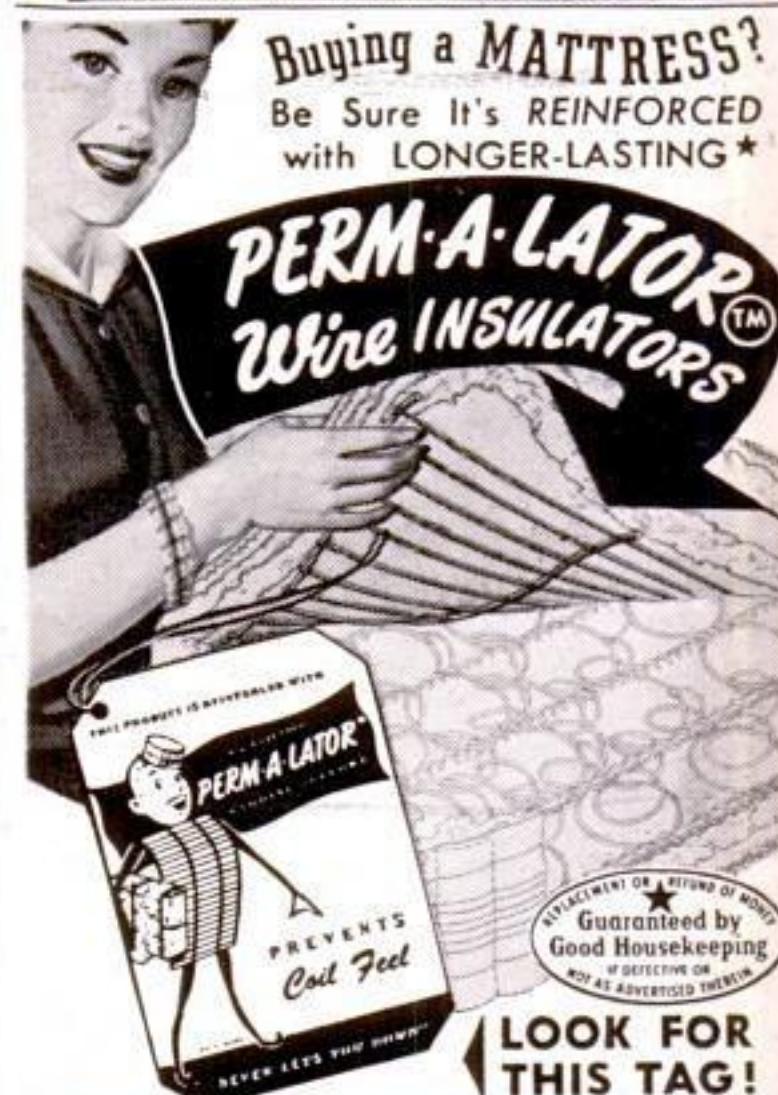
more than half the nation reads

LIFE

in the course of 13 weeks.



FLAVOUR CANDY COMPANY, CHICAGO 12, ILL.

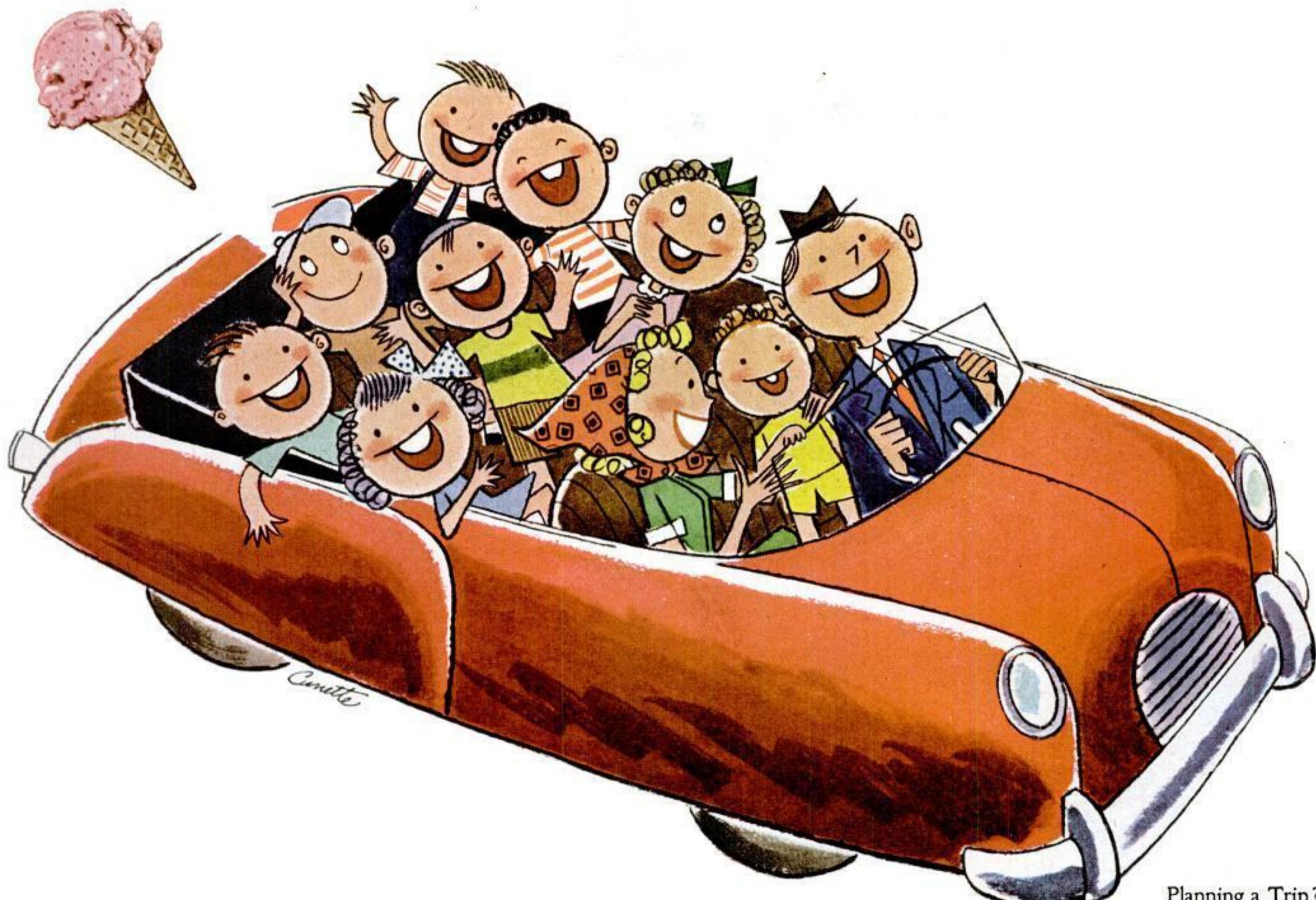
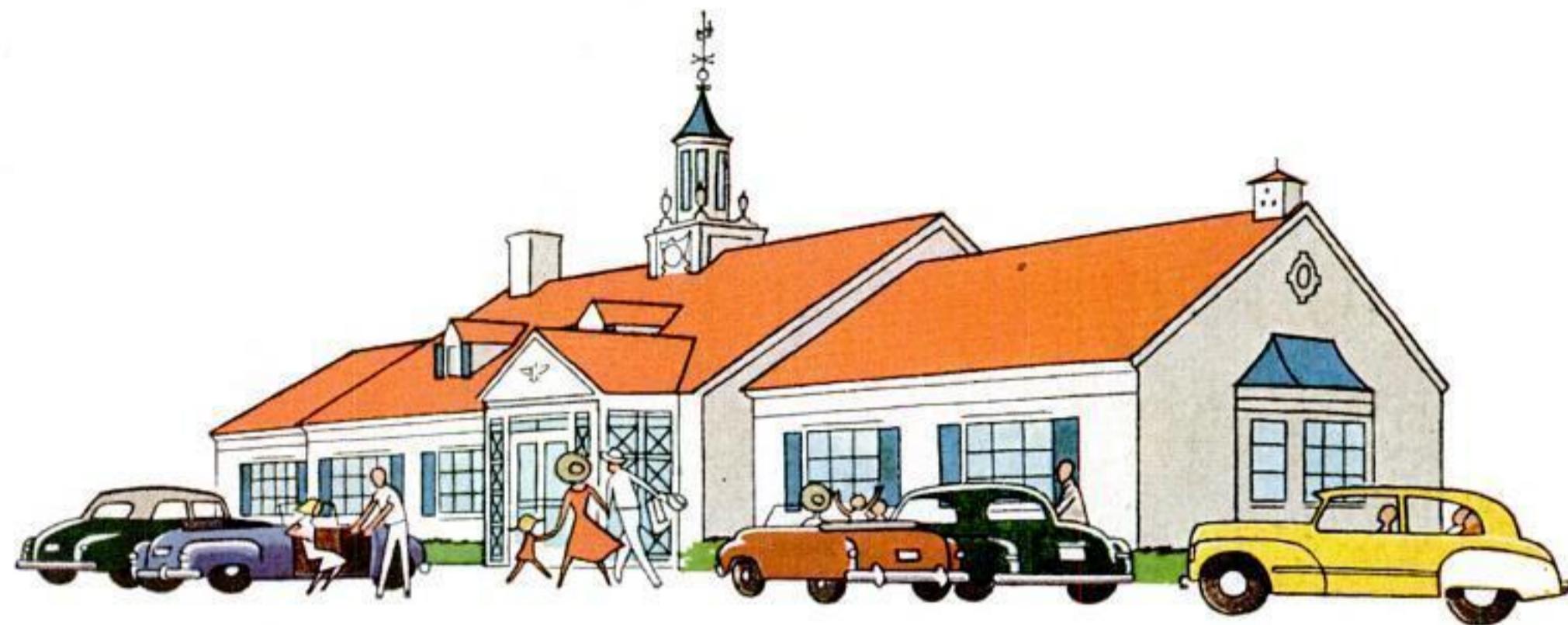


★ Tests prove wire insulators last more than twice as long as other insulators. Insist on PERM-A-LATORS and get greater comfort...longer-lasting mattresses and upholstered furniture.

LOOK FOR THIS TAG!
★ Tests prove wire insulators last more than twice as long as other insulators. Insist on PERM-A-LATORS and get greater comfort...longer-lasting mattresses and upholstered furniture.

Write for Free Booklet!

FLEX-O-LATORS, Inc. Carthage, Mo.
Factories in Carthage, Mo. and New Castle, Pa.



Happiest thought on wheels

Just think! Ice cream with the famous "28 flavors," fried clams and other New England favorites.

Hurry-up snacks or leisurely full-course meals.

Friendly service and a check that keeps you smiling.

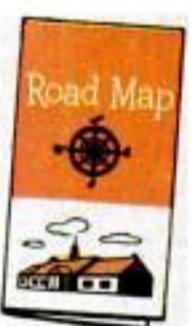
All this is all yours at Howard Johnson's. Stop—and see!

P. S. Try Howard Johnson's candies, baked beans, brown bread and date and nut bread—delicious!

Planning a Trip?

Write for free descriptive road map showing route numbers and locations of all Howard Johnson's on your way.

Howard Johnson's
Wollaston, Mass.



HOWARD JOHNSON'S

Ice Cream Shops and Restaurants

Landmark For Hungry Americans

From this idea...



came a new and amazing Linoleum Tile... **BIRD DUOTONE!**



Now you can design your own floors! Your floors can have a luxurious custom-made appearance — yet new Duotone Linoleum Tile, exclusively Bird's, gives you a floor that costs no more than ordinary linoleum tile!

Bird Duotone is an exclusive, patented linoleum tile of excellent quality . . . it's resilient and tough, smooth and fine-textured . . . made by Bird & Son, makers of fine floor coverings for many years, and other quality products since 1795!

Your Bird dealer can show you Bird Duotone Linoleum Tile . . . he also has Bird Linoleum, Bird Linoleum Tile, and Armorlite Rugs and Floor Coverings . . . ask to see these superb floor coverings, too!



Rich glowing colors, crisp clear marbleization, famous Bird quality . . . Bird Duotone Linoleum Tile enables you to choose your own floor from an almost endless variety of designs and color combinations!



For other high quality, low cost floor coverings, see Bird Armorlite enamel surface rugs and yard goods. Try Armorlite's beautiful patterns right in Bird's "Color Schemer" . . . a clever, easy way to do *all* your decorating! Only 10c—write to address shown, or see your Bird dealer.



Bird Duotone Tiles shown are Patterns #D-0214 and #D-0225

BIRD Rugs and Floor Coverings

Dept. CDL-2, EAST WALPOLE · MASS.



ARMORLITE · LINOLEUM
LINOLEUM TILE · RUBBERLIKE
RUG BORDER

ALSO MANUFACTURERS OF BIRD MASTER-BILT SHINGLES AND INSULATING SIDINGS

Shelley Winters

SHE FACES THE WEST WITH UNKISSED LIPS

"I got one perfect rose for my birthday," said Shelley Winters in listing her gifts. "I wonder why someone doesn't give me one perfect Cadillac." This is the kind of down-to-earth talk which her devoted fans expect from Shelley, the roughest, blondest, wisest-cracking of the current sirens of the screen. Her employers, Universal-International Pictures, however, have chosen recently to emphasize that that brassy exterior conceals a heart of purest gold. In the picture at right the heart is beating under a costume designed for her latest role, in *Frenchie*, as a magnanimous saloonkeeper of the Old West. Though Shelley looks as provocative as the movie's title, she has to face up to the fact that in Hollywood's Old West bashful heroes almost never get up enough gumption to kiss the heroine. *Frenchie* is the second picture in a row in which Shelley has to endure a kissless courting.





"I was curious..."

I tasted it...



No wonder Schlitz...

The Beer that made Milwaukee Famous...
is the largest-selling beer in America!"



© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.

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SHELLEY HITS THE ROAD



A "BORN YESTERDAY" POSE

Although her prestige as a movie queen was soaring, Shelley Winters insisted on touring the East "straw hat" circuit this summer to get more stage experience. As the blonde in *Born Yesterday* she played expertly to packed houses in six theaters at \$1,500 a week, saved a lot of it by living in rustic hotels and eating in beaneries. Wherever she went she chinned with local citizens (below), met her only social problem when she had to refuse a 108-pound hunk of coal proffered by Pennsylvania miners as a token of affection.



AN ADMIRING MINER was Sam Cunningham, who one night after Shelley's performance flashed his coal miner's headlight in a bar at Lakewood, Pa. Said Sam, "If my old lady sees this, the lights'll really go out in my house."



AN ADMIRING MINOR was Bobby Siebert, who got Shelley's autograph on his trunks when she joined him for a dip in a pond near the theater at Ivoryton, Conn. A skillful swimmer herself, Shelley gave Bobby a swimming lesson.

KEEP THAT
YOUNG, HEALTHY LOOK!

Join
Burgess Meredith
IN ONE OF THE WORLD'S
FOREMOST CLUBS

As man's youth has gotten longer, by decades, more and more men are taking a YOUNG man's care of their appearance —more and more men are joining the *Aqua Velva* After-Shave Club. This circulation rouser brightens and braces your skin after shaving, gives that young, healthy skin-freshness everyone enjoys looking at. Try it!



A few of the members: Lauritz Melchior, Norman Rockwell, Lucius Beebe, Maj. George Fielding Eliot

Burgess Meredith, distinguished actor and member of the *Aqua Velva* After-Shave Club.

**QUICK RELIEF
FOR
SUMMER
TEETHING**



EXPERIENCED Mothers know that summer teething must not be trifled with—that summer upsets due to teething may seriously interfere with Baby's progress.

Relieve your Baby's teething pains this summer by rubbing on Dr. Hand's Teething Lotion—the actual prescription of a famous Baby Specialist. It is effective and economical, and has been used and recommended by millions of Mothers. Your druggist has it.

**DR. HAND'S
TEETHING LOTION**
Just rub it on the gums

A GOOD POINT TO REMEMBER!
**SAFT-HED
THUMB TACK**

Guarantee! Pin can't pass through the head

PLANTERS
is the word for
PEANUTS

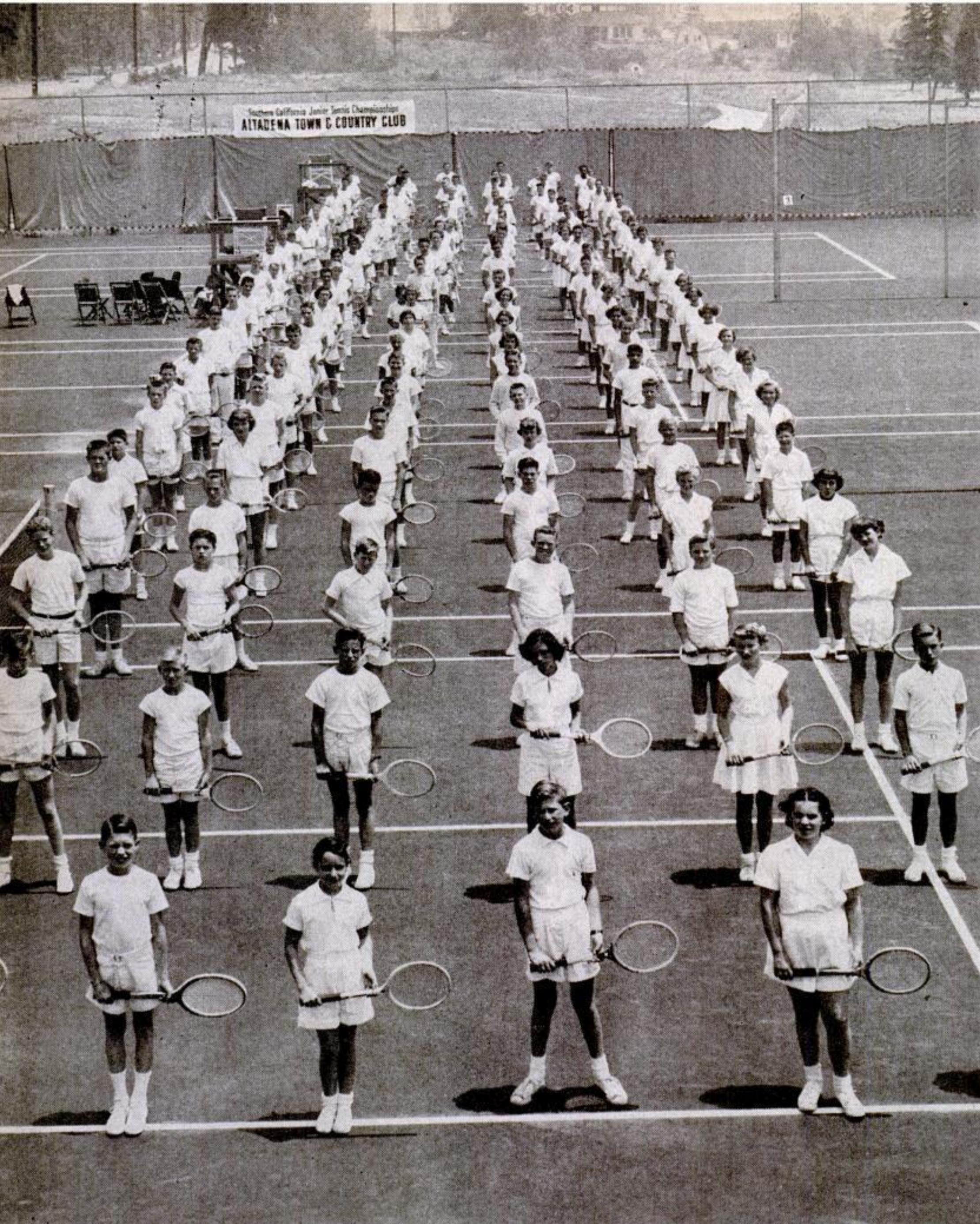
let you
**Travel
Anywhere**

without
fear of acid
indigestion!

• Don't let acid indigestion spoil your fun. On short trips, long trips...by plane, train, ship or car...have Tums handy. Tums neutralize excess acid almost instantly—you feel better fast. Nothing to mix—you can take Tums wherever you are, and get incredibly fast relief from heartburn, gas, acid indigestion. Buy the big \$1.00 box today...save money, and always have Tums handy when you need them.



NEED A LAXATIVE TOO?
Nature's Remedy
NR TO-NIGHT TOMORROW ALRIGHT



MASSED PRODUCTS of the tennis factory illustrate both size and discipline of system. The 183 entrants in the southern California junior championships at Altadena were required to wear clean white

outfits shown in picture above (Perry Jones spotted dirty shoes of the third boy in the second file from right), refrain from smoking or card playing and show good sportsmanship both on and off the courts.



TENNIS PATRON Harper Ink of San Diego talks to group of his protégés. Each year Ink sends best young players to the Altadena championships, paying their expenses and giving them spending money.



TENNIS VETERAN Florence Sutton shows the correct forehand to Santa Monica schoolchildren at weekly clinic. Miss Sutton, one of the famed Sutton sisters, was a finalist in the national singles in 1911.

SPORTS

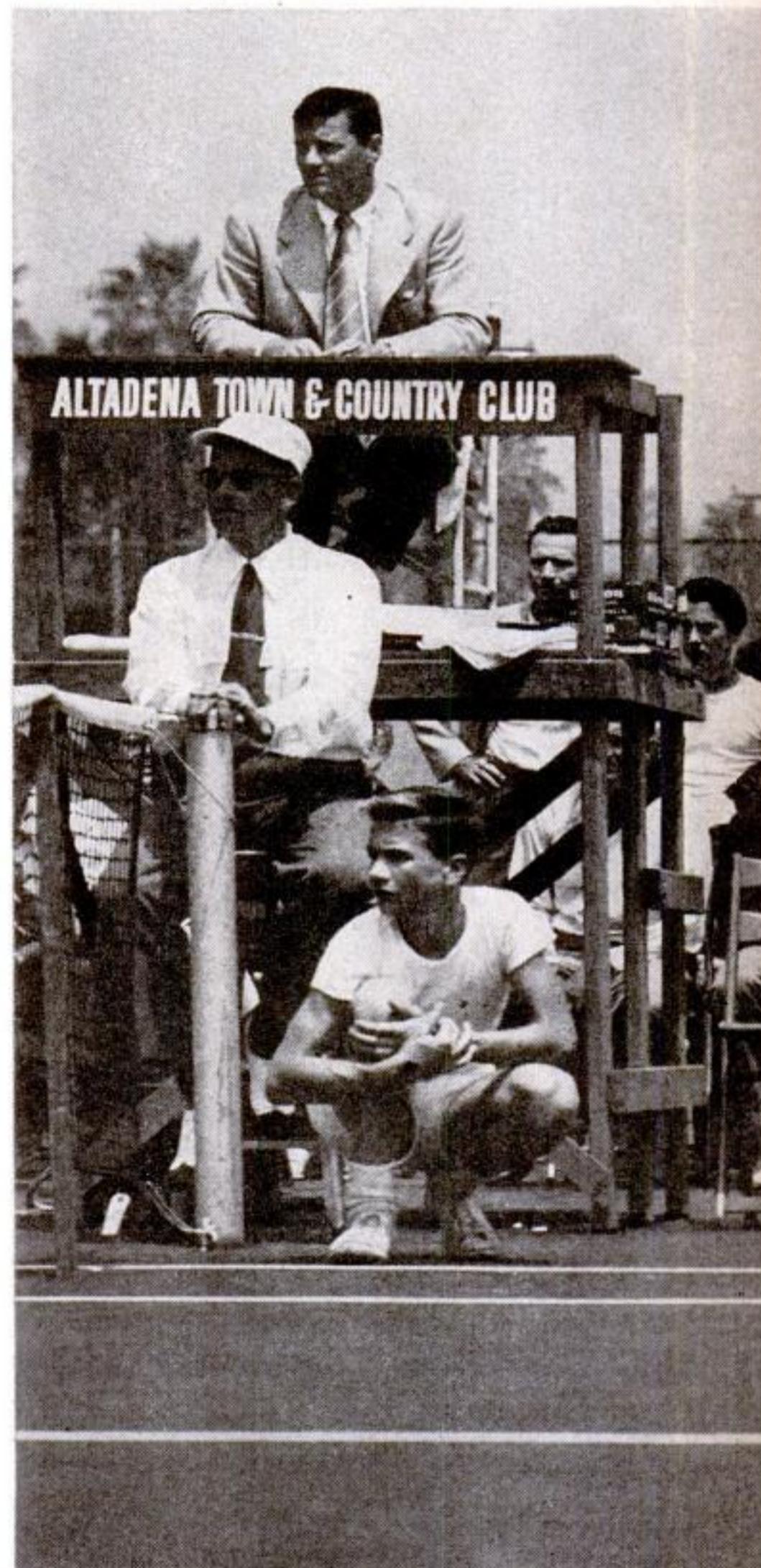
Tennis

Perry Jones is Champion

In 20 years as secretary of the powerful Southern California Tennis Association, round-faced Perry Jones has produced more tennis champions than any man on earth. With assembly-line regularity his sun-tanned protégés have won close to 300 national and international titles. This year Perry's business is thriving as usual. His products won both the men's and women's singles at Wimbledon, and when Herb Flam beat Ted Schroeder for the National Clay Courts title last week, Jones felt a pleasure captains of industry often experience: he saw one of his new models replacing the old. The frequency with which his players win is the direct result of a far-reaching development program known as Jones's "factory system."

Since almost every public-spirited citizen of southern California is interested in the production of champions, the assembly line starts informally at neighborhood level. Here youngsters get an early opportunity to learn tennis under excellent, and usually free, instruction. All the budding raw material needs is a racket. Promising graduates of the school-yard clinics are then singled out for special attention by

AS VETERAN TED SCHROEDER UMPIRES,



Factory

Producer of Champions

local patrons like Helen Wills Roark in Santa Monica and Harper Ink in San Diego (below), who see that the kids get lessons, proper equipment and some tournament play. The best players come to the notice of the ever-watchful Perry Jones, who in his official capacity as secretary of the S.C.T.A. then gives them the final tightening and polishing.

An important factor in the last stages of developing a top-flight player is proper tournament placement. Since most of the best players in southern California are under the benevolent control of tycoon Jones, it is a simple matter for him to get talented youngsters invited—with expenses paid—to a tournament in the east or Midwest. All he does is make their invitations a condition of the appearance of name stars like Schroeder and Gussie Moran.

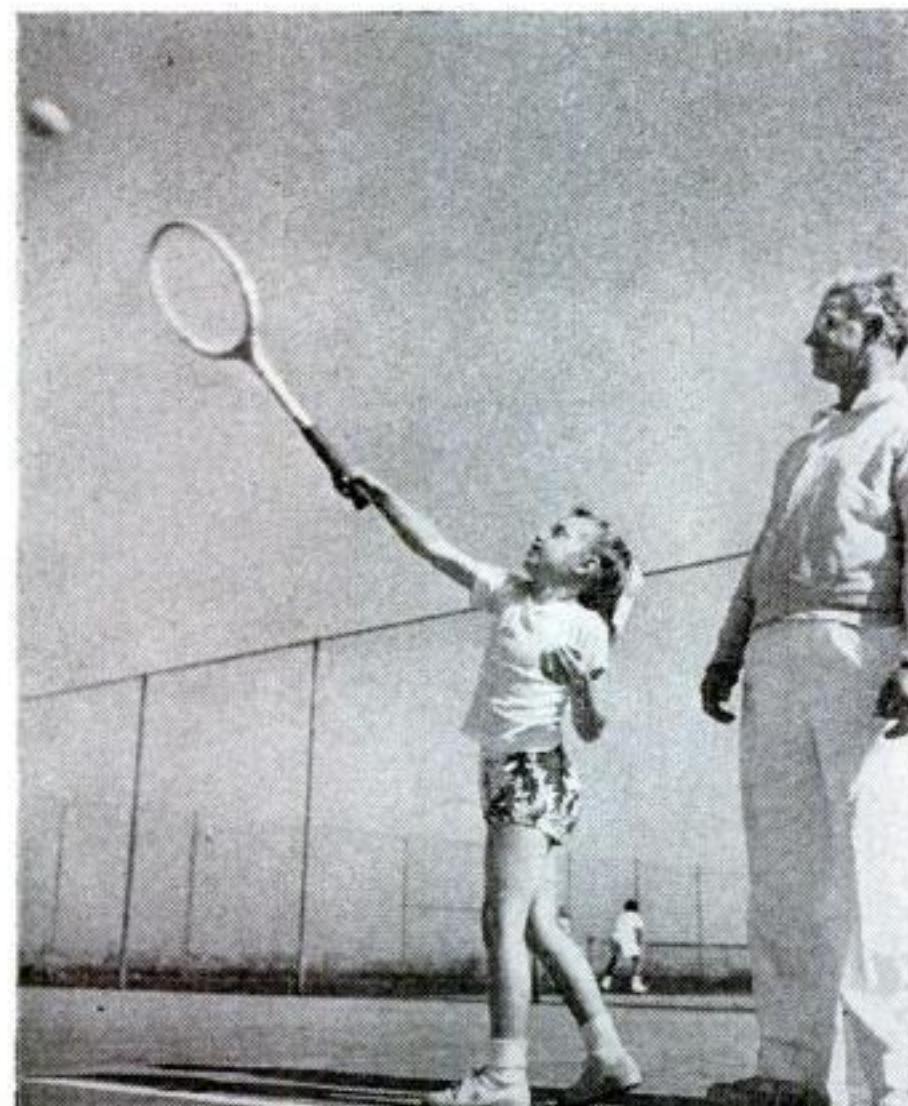
Such tie-in deals and similar tactics have led many people to accuse the 60-year-old Jones of being a tennis tyrant. But tyrant or not, Perry Jones and his factory system have made southern California the world's hottest tennis incubator. How the system works and perpetuates itself is shown on these and the following pages.

NEWCOMER JACQUE GRIGRY MAKES SHOT



MASS PRODUCER Perry Jones sits behind the cut-out figures of some of the finest products of the southern California factory system. Those in the front row (left to right), Ellsworth Vines, Bobby

Riggs, Ted Schroeder, Joe Hunt and Jack Kramer plus Pancho Gonzales (far right, third row) have won the men's singles title at Forest Hills, and all 28 players have won or shared in national championships.



TENNIS TEACHER Wilbur Folsom watches the service of young Anne Perkins. Folsom lost leg some years ago in auto accident, and this year his grateful San Diego pupils bought him a new artificial limb.



TENNIS GREAT Helen Wills Roark, seven times U.S. women's singles champion, demonstrates service to young players. Mrs. Roark, who still plays regularly, is president of Santa Monica Tennis Patrons.



"It Figures" says Maureen O'Sullivan

How to Lose Weight and Look Lovelier

Now! Reduce—and look lovelier while you are doing it! Lose weight *the way* Nature intended you to! A quick, natural way with no risk to health. If you follow the Ayds plan you should feel healthier, look better while reducing—and have a lovelier figure!

This is because Ayds way to reduce is a natural way. When you take Ayds before meals, as directed, you can eat the foods you like. Ayds contains no harmful drugs. It calls for no strenuous diet...no massage...no exercise.

Ayds is a specially made candy containing health-giving vitamins and minerals. It acts by reducing your desire for those extra fattening calories...works almost like magic. Easily and naturally you should begin to look slimmer, more beautiful day by day.

Users report losses up to 10 pounds with the very first box. In fact, you lose weight with the first box (\$2.89) or your money back. Get Ayds from your drug or department store—a full month's supply, \$2.89.

• "You bet the Ayds Way figures for me," says Maureen O'Sullivan, motion picture star, wife of famous director John Farrow and mother of six children. "Every woman wants to keep her figure looking lovely. I know that Ayds will help me lose weight the way Nature intended me to. I look better and feel better while I'm taking Ayds."

AYDS VITAMIN CANDY

The Loveliest Women in the World take AYDS

LIFTS RIGHT OUT
EASY TO CARRY

Goes in the car

Folds for storage

Save the expense
of renting a crib—
take your own Travel
Bed wherever you go!
Use it in the car,
on train or 'plane
—in tourist camp
or hotel!

So easy
... Lift the body
out of frame;

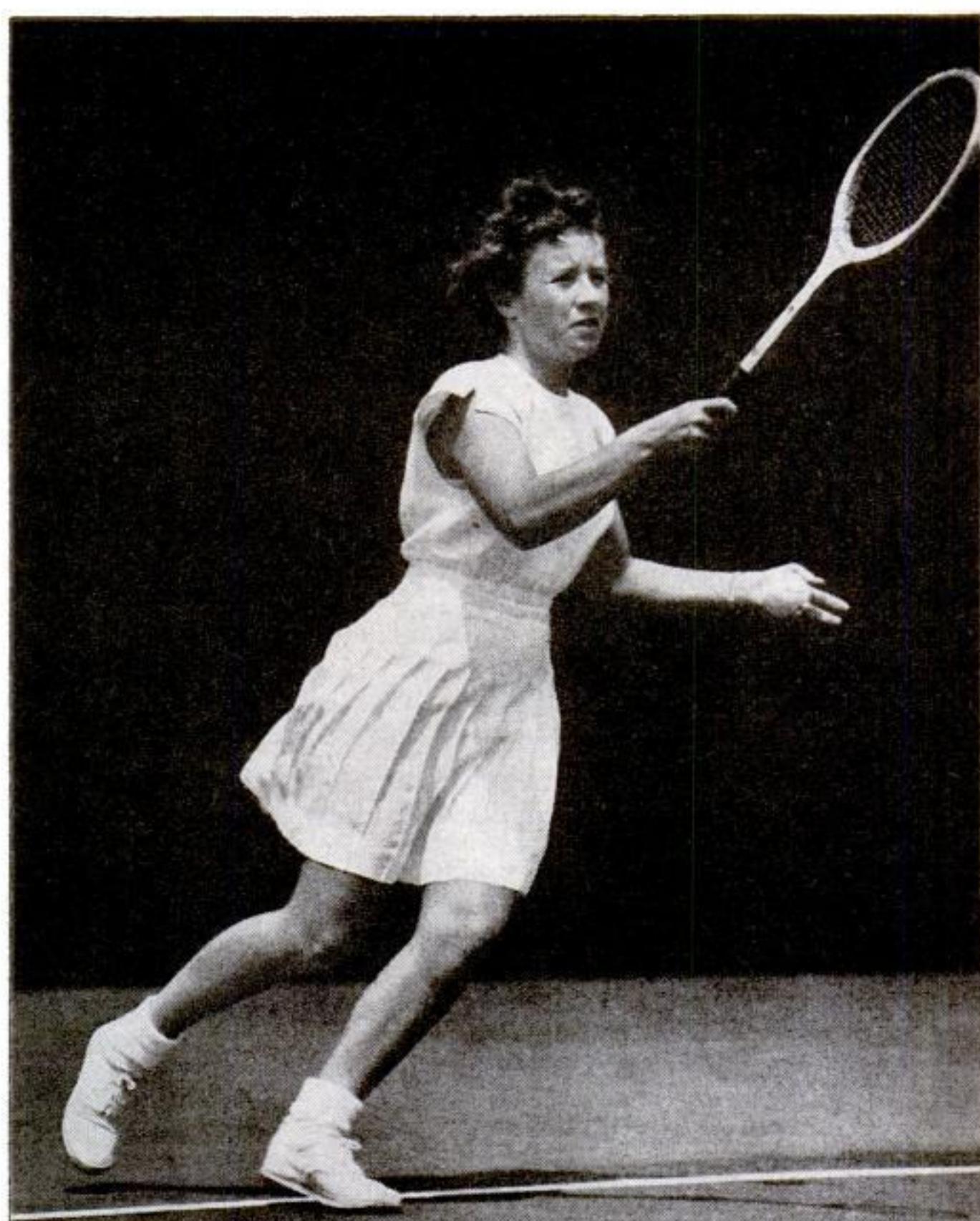
AT ALL LEADING STORES

WELSH COMPANY

World's largest manufacturer of folding baby carriages
1535 S. EIGHTH ST. • ST. LOUIS 4, MO.

TENNIS CONTINUED

BEST U.S. GIRL PLAYER



TENNIS IS BUSINESS for 15-year-old Maureen Connolly when playing a match. Last year she became youngest player ever to win national girls' title.



TENNIS IS FUN when Maureen wins a trophy like this one she took at Altadena. Maureen first took up game on San Diego playground at age of 10.

IS PRODUCT OF SYSTEM



TENNIS IS PRACTICE and Maureen throws old racket over net to perfect serve. Coach Eleanor Tennant says Maureen should be "greater than Marble."

CONTINUED ON NEXT PAGE

Back to School

IN GENUINE

Lee Riders

**the Authentic
Western Cowboy
Pants and Jackets**



Lee

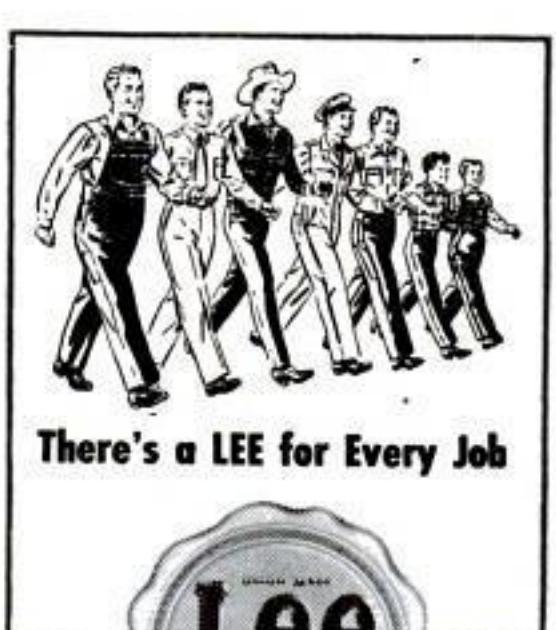
None genuine without this branded cowhide label

**Sanforized for permanent fit
Snug-fitting, long-wearing, comfortable . . .**

The right clothes to wear when you go back to school are genuine Lee Riders, preferred by real Western cowboys. Scratch-proof hip-pocket rivets . . . U-shaped saddle crotch for comfort . . . and real cowboy styling. Long-wearing LEE Denim can really take it, too. *Rugged* is the word for Lee Riders!

Genuine cowhide label, so your name or Boy Scout Troop number, etc., can be burnt in by your dealer right in his store. Head back to school . . . in LEE Riders.

THE H. D. LEE COMPANY, INC.
Kansas City, Mo. • San Francisco, Calif. • Trenton, N. J.
South Bend, Ind. • Minneapolis, Minn.



WORLD'S LARGEST MANUFACTURERS OF UNION-MADE WORK CLOTHES

I WEAR FALSE TEETH

yet my mouth feels
fresh, clean and cool
No "DENTURE BREATH"
for me*



"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath."

Mr. A. G. R., New Milford, Pa.

You know what Mr. R. means—it's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Remember, dental plates need the special care of a special denture cleanser. Don't brush, soak them in Polident (only about a cent a day) to keep them sparkling clean, free from Denture Breath. Get Polident tomorrow.

NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.



POLIDENT

RECOMMENDED BY MORE DENTISTS
THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



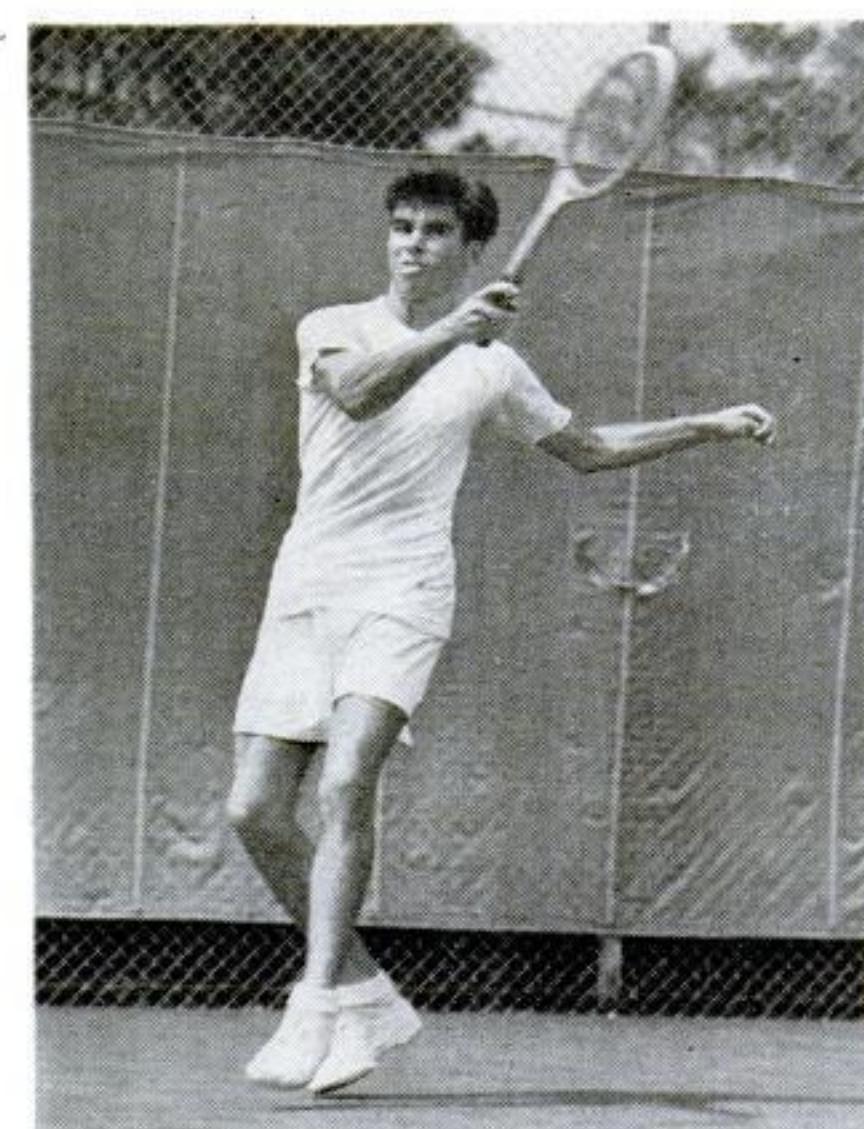
Amazing New Cream Holds Tighter, Longer
than anything you've ever tried or double
your money back **POLI-GRIP**

Made and guaranteed by POLIDENT

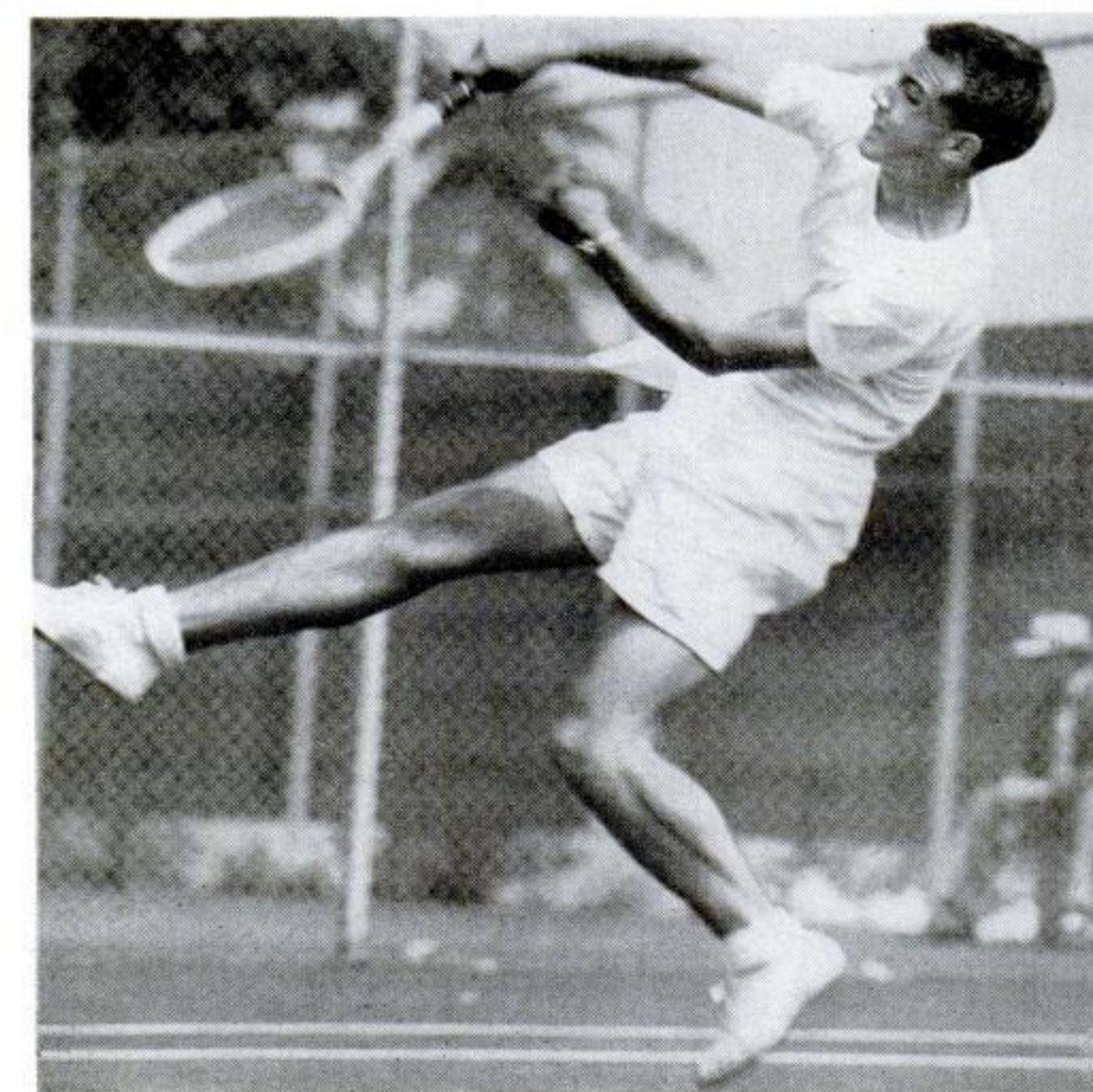
THESE ARE TOP JUNIORS



ROBERT PERRY, 17, was the U.S. boys' singles champ in 1947, is playing in national juniors in Kalamazoo, Mich. this week.



CONRAD WOODS of Los Angeles ranks near the top, is known by opponents as a "dinker" for his defensive-type method of play.



ALLEN CLEVELAND, 17, was national boys' doubles champion with Bob Perry (top) in 1948, is a rising singles player too.

AMAZING THING

By Cooper

SENSATIONAL NEW **TING** CREAM

FOR FOOT ITCH (ATHLETE'S FOOT)

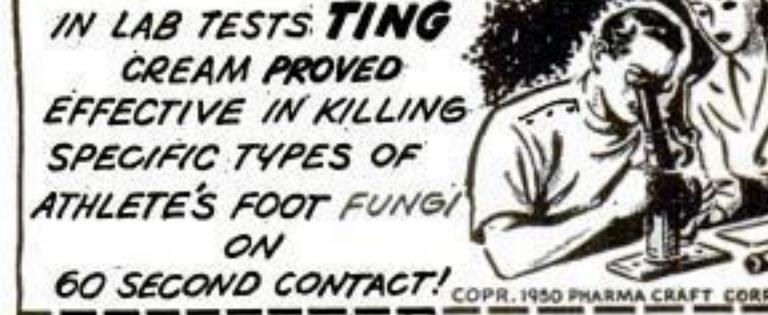
-REGULAR USE
HELPS RELIEVE
ITCHING-
SOOTHES
BURNING

BETWEEN CRACKED
PEELING TOES -
AIDS HEALING
AMAZINGLY!



DURING WAR USED
IN HOSPITALS
NOW RELEASED
TO DRUGGISTS
GUARANTEED

TING MUST SATISFY YOU
A WEEK-OR MONEY BACK!



IN LAB TESTS **TING**
CREAM PROVED
EFFECTIVE IN KILLING
SPECIFIC TYPES OF
ATHLETE'S FOOT FUNGI
ON
60 SECOND CONTACT!

COP.R. 1950 PHARMA CRAFT CORP

EVEN IF OTHER PRODUCTS
HAVE FAILED TRY
AMAZING **TING**
CREAM TODAY!
GREASELESS, STAINLESS
ALL DRUGGISTS ONLY **60¢ A TUBE.**

NO MORE NUISANCE • NO MORE WORRY

ADD WATER ONLY ONCE A YEAR



BOWERS
Cadmidyne
BATTERY

Guaranteed in writing . 36 months or 36,000 miles!

BOWERS Battery & Spark Plug Co. • Reading, Pa.

MURDER BLOW TO BUGS

This double-use insect spray knocks 'em out: (1) while flying, (2) while crawling...on surfaces, lasts for weeks. Kills flies, mosquitoes, roaches, ants, moths, bedbugs.





"See what happens when customers are treated right..."

"...They just keep coming back day after day. Betty and I have been shopping at A&P for a long time—and it all started over a steak. Man, it was good! And it didn't take long for us to find out that they're just as fussy about everything else. In fact, we like the way they do business!"

Yes, folks have found our way of doing

business to their liking and more of them shop at A&P than ever before. They like the way we price-mark everything—on the items as well as on the shelf. They like the idea of getting an itemized cash register receipt for their purchases, which they can take home. They know every single purchase is covered by a guarantee of satisfaction or their money will

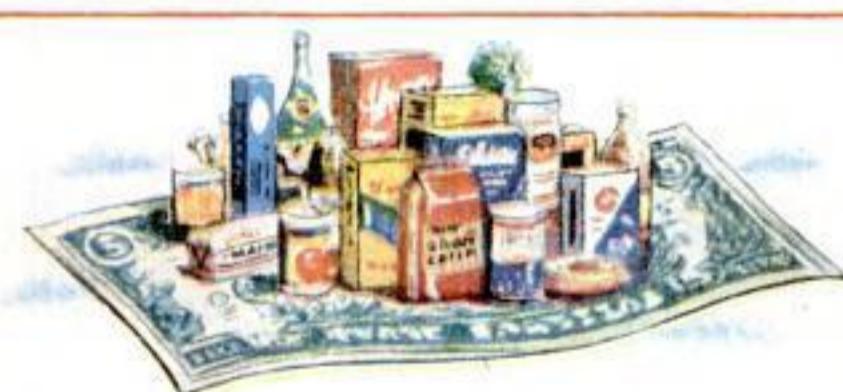
be cheerfully refunded. And our "every day low price" policy assures them savings any day and every day. Things like these spell customer satisfaction to us at A&P.

Won't you stop in at your nearest A&P Super Market soon? Look over the wide variety of foods—compare the prices. We'd like *you* to be one of our satisfied customers, too!



"SIZED UP" ... AND PRICED DOWN!

Several times a day A&P clerks check the fresh fruit and vegetable displays. Items that are *perfectly good*, but do not quite meet A&P's exacting requirements for eye appeal or uniformity of size, are removed. They are put on the "Quick-Sale" Table at *reduced prices!* Yes, A&P insists that you get real value for your money... every time.



WHY \$5 GOES SO FAR AT A&P

Suppose you spent \$5 for food at A&P—did you know that less than $7\frac{1}{2}\%$ of that would be net profit to A&P? That's actually less than $1\frac{1}{2}\%$ on the dollar! No wonder folks like to shop at A&P, where this low profit policy helps them to get more good food for their money. Wouldn't it help reduce your food bills?



ONE STOP SHOPPING

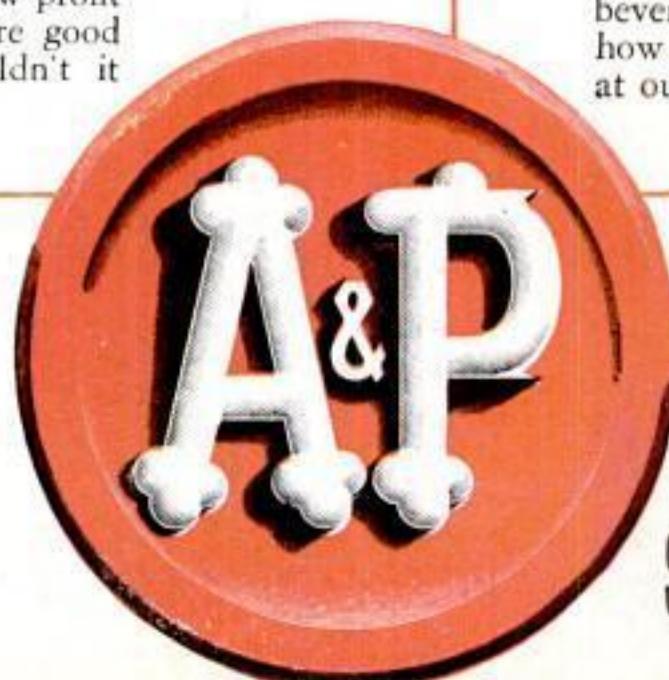
You'll find everything you want at A&P... for a snack or a banquet! Foods that are fresh, canned or frozen! Meats, vegetables, dairy products, beverages, baked goods! *Everything!* Come see how worthwhile it is to shop under one roof... at our "every day low prices."



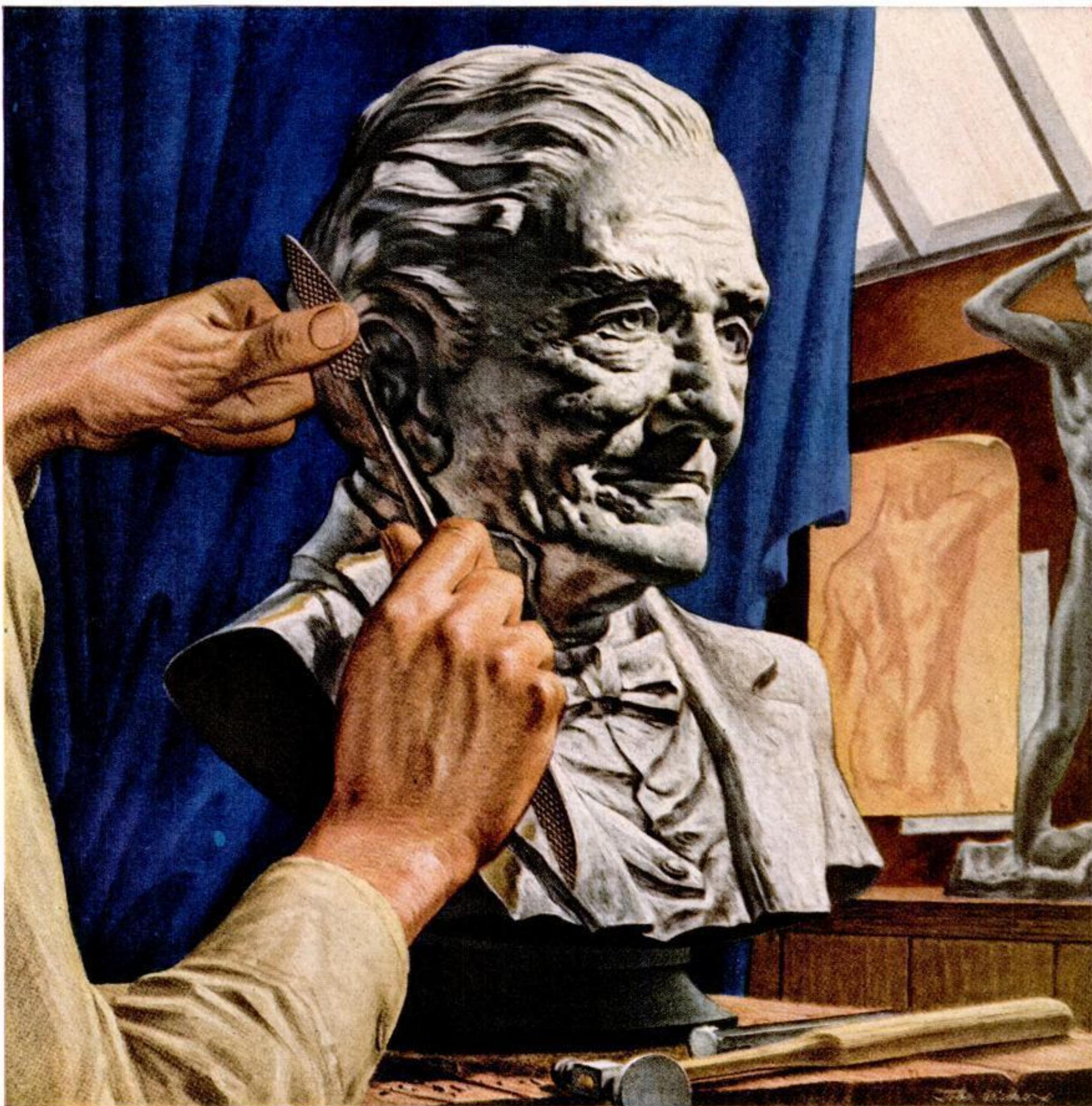
Customers' Corner

Do you like the layout of your A&P Super Market? Is it clean and tidy at all times? Is the price marked on every item so that you can see it easily? If you have any complaints, or if you have any suggestions that will help us serve you better, we'd appreciate your letting us know. Please write:

Customer Relations Dept., A&P FOOD STORES
Graybar Building, New York 17, N. Y.



SUPER MARKETS



It takes time to produce

OLD GRAND-DAD



100 PROOF



With the first sip of Old Grand-Dad's full-bodied, heart-warming flavor you'll sense the mellowing influence of time on this fine bourbon. For it takes a long time to carry out every step of the distilling process through which Old Grand-Dad passes; and it takes four years of aging to meet bottled-in-bond requirements.

KENTUCKY STRAIGHT BOURBON WHISKEY

National Distillers Products Corporation, New York, N. Y.

Head of the Bourbon Family

THESE ARE THE COMERS



HARD TO BEAT star is Franklin Johnson of San Diego, the 13-and-under champion in 1949, who was a finalist in 15-and-under division this year.



CUT TO SIZE by smaller opponent is 6-ft. 5-in. Neal Wall, shown giving a congratulatory handshake to Winner Ronald Schoenberg. Both are 13.



HOW TO LOSE is hardest lesson. Above: tournament official comforts 13-year-old Jon Douglas who lost match to player he had always beaten.

FOR BEST RESULTS:

shave with **Barbasol**



**Bury your summer shaving cares
in soothing Barbasol**



No brush
No lather
No rub-in

... Sunburn and windburn can make the sharpest razor drag like a rusty knife. But not if you use Barbasol! Barbasol's special ingredients wilt beards fast. Your razor really *glides* through them—plenty close, yet always comfortable. There's no scuff, no scrape. What's more, Barbasol does not remove natural skin-oils, as soapy lathers do. So your face feels fresher, looks healthier. And applied to the skin *before* exposure, Barbasol actually *protects* it against burning. Try Barbasol!

Use it also for soothing relief of sunburn,
windburn, insect bites and itching.



Avoid Athletic Aroma
use **BARZ**
Lotion Deodorant



What is so right about this picture?

Is it that Dad's finally retired . . . the old alarm clock gagged for good?

Is it because now Mom won't have to watch him leave for the office any more, looking just a little bit tired?

Or is it because now Dad and Mom will be starting an especially happy time of life *together*?

We think it's all these things—all the things that are only made possible by financial security.

Nearly everyone seeks financial security, but *far too few* find it. That's because financial security seldom is achieved without a *sound, carefully executed* savings plan!

U. S. Savings Bonds offer you two absolutely safe, automatic plans for saving: The *Payroll Savings Plan* where you work or the *Bond-A-Month Plan* where you bank.

By signing up for one or the other of these plans, U. S. Savings Bonds are purchased for you out of your savings or income . . . automatically.

You *can't* forget to save . . . your saving is done for you! And remember, U. S. Savings Bonds pay you *4 dollars for every 3 invested, in ten years*.

Start planning your own retirement! Sign your name on the dotted line—today!

Automatic saving is sure saving - U.S. SAVINGS BONDS



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WAITER MEISSNER DELIGHTS CUSTOMERS WITH ONE-PIECE ORANGE PEEL

PEELED AT MAXIM'S

Only a Paris waiter can do right by an orange

As any sophisticated gourmet knows, it takes a Paris waiter to serve a decent meal. Shown here is Erwin Meissner, 42, a headwaiter at fashionable Maxim's on the Rue Royale, where you can get a decent meal for about \$10. Meissner has various subwaiters to help him serve, but he trusts no hands but his to peel an orange in one piece before serving the after-dinner fruit. Should the knife slip and the peel be cut in two, the whole show would be spoiled, so this is obviously a job for an artist.

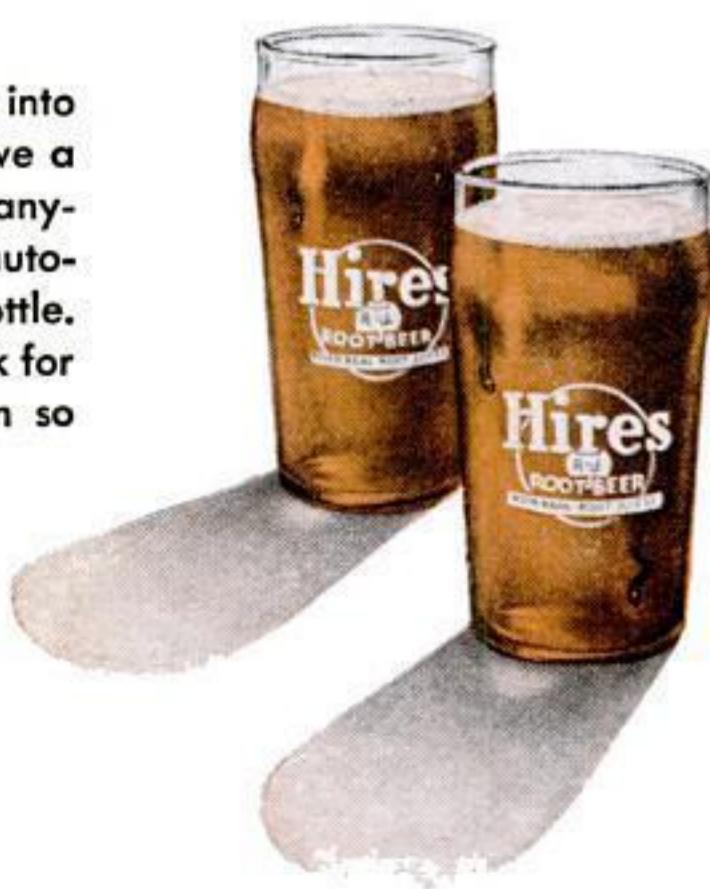
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Got a minute?



Have a Hires!

Early for that appointment? Slip into the nearest fountain and... have a Hires. You can enjoy Hires most anywhere... at fountains... from automatic dispensers... or by the bottle. When you want refreshment, ask for Hires. It makes a minute mean so much.





IN HER NEW LONG DRESS PODINE HOLDS HANDS WITH A VENTRILOQUIST

FITTED AT BALMAIN'S

Only a Paris couturier can do right by a dummy

As any sophisticated dummy knows, it takes a Paris couturier to make a decent dress. The girl at a sidewalk cafe is a piece of plastic named Podine Puffington, who was flown to Paris to be fitted for a gown at Balmain's. She belongs to a ventriloquist named Bergen, who recently added her to his stable of dummies, naming her for a reporter who once interviewed him. At last report Podine was in Hollywood, and a common wooden dummy named McCarthy was trying to sit on her lap.

ORANGE JUICE NEWS THAT'S SENSATIONAL!



FLORIDA FRESH-FROZEN CONCENTRATED ORANGE JUICE

IT'S LIKE MAGIC! In a matter of seconds, a little can will serve you 1½ PINTS of full-strength orange juice—the most marvelous orange juice you ever tasted.

Here's orange juice with all the deliciousness of the Florida fruit picked fresh from the tree. All the flavorful goodness—all the vitamins, minerals and nourishment are frozen right into it. And all you have to do is to add three cans of water and stir! For refreshment, convenience, for health and economy, there's nothing like it! Buy it at your frozen food counter today.

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LAKELAND, FLORIDA



THINK!
Quick as a wink—
the delicious full-strength
juice of 8 to 12 oranges
—just by adding water
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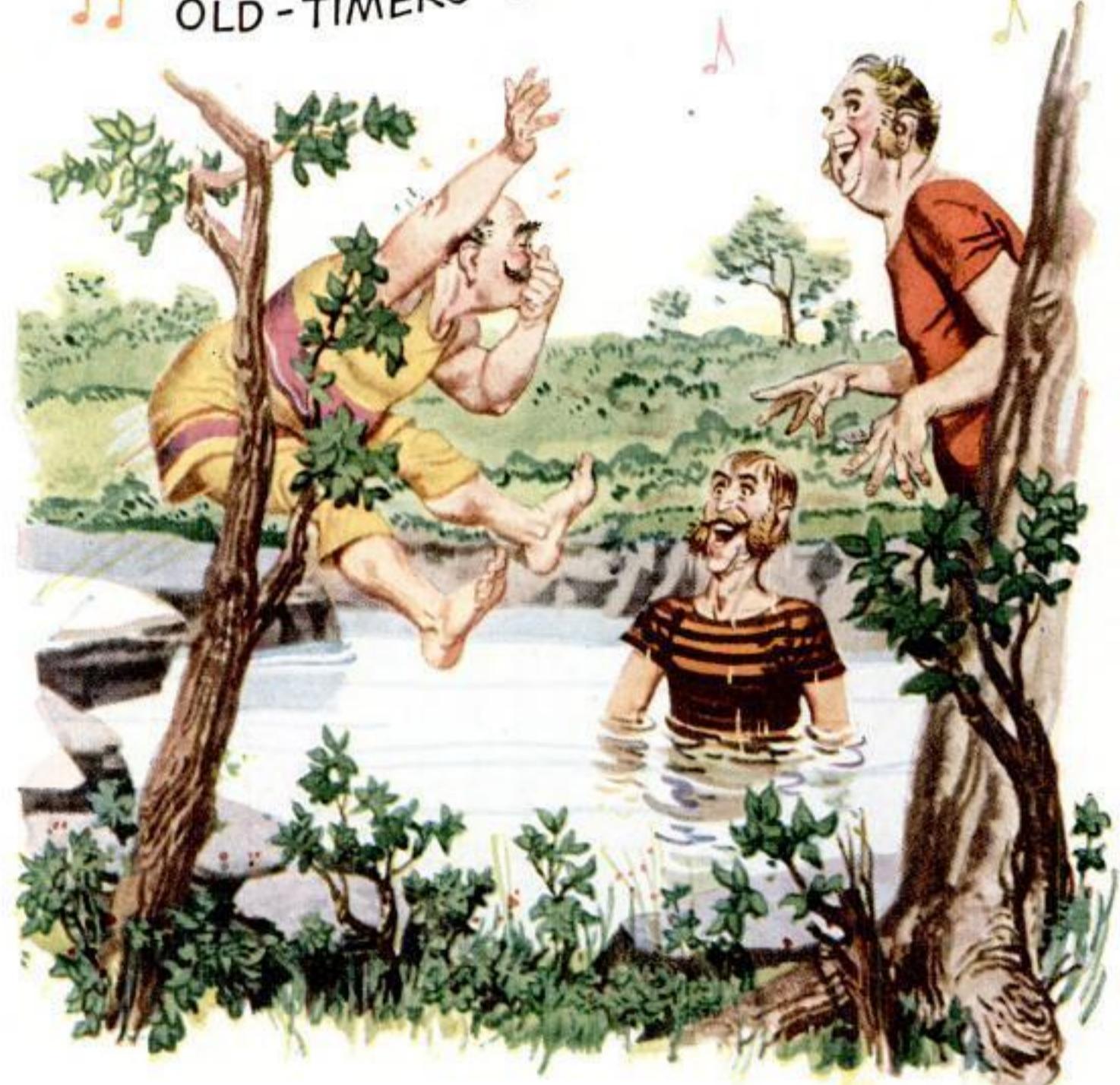
WANT THE FLAVOR THAT RECAPTURES
THE JOYS OF YESTERYEAR —



GET IN THE SWIM! HEED THIS ADVICE
WE GLADLY VOLUNTEER —



AND THE MELLOW, OLD-TIME GOODNESS
OLD-TIMERS USED TO CHEER?



JUST TELL THE MAN
YOU WANT **IMPERIAL!**



IMPERIAL is made by Hiram Walker.

And Hiram Walker's 92 years at fine whiskey-making makes Imperial good!

Blended whiskey. 86 Proof. 70% Grain Neutral Spirits. Hiram Walker & Sons Inc., Peoria, Ill.

